

RECOMMENDED BEST PRACTICES
PRINCE EDWARD ISLAND TOURING PRODUCT

Prepared for:
Tourism PEI

Prepared By:
PANNELL KERR FORSTER CONSULTING INC.
July 2001

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July 11, 2001

Mr. Chris K. Jones
Director,
Policy, Planning and Research
Tourism PEI
P.O. Box 2000
Charlottetown, PEI C1A 7N8

RE: Best Practices: Prince Edward Island's Touring Product

Dear Mr. Jones:

In accordance with the terms of our contract, dated March 13, 2001, Pannell Kerr Forster Consulting Inc. is pleased to provide the results of the Study of Best Practices for the Prince Edward Island Touring Product.

Throughout the study we have appreciated, and benefited from, the input and assistance of many individuals representing both private and public sector interests in the Province. We would also like to acknowledge the timely direction and information provided to us by members of the Steering Committee. The contributions of these individuals greatly facilitated the study process, and enhanced our ability to understand needs and objectives as they relate to the Island's Touring Product.

We are confident that the timely implementation of recommendations arising from this study can lead to a higher sense of connectivity between consumers and providers of touring products, and thus to improved touring experiences and better overall utilization of the Island's significant tourism resources. This will not be achieved without the dedication and coordination of fiscal and human resources in the key government departments of Tourism and Transportation and Public Works. Additionally, although the program will be effectively controlled by the Department of Tourism, the participation of private sector operators in niche touring products will be critical to its overall success.

Prince Edward Island's tourism industry has been established largely around the peak operating season, and in the central portion of the Island. While the Island offers many natural attractions and an increasing

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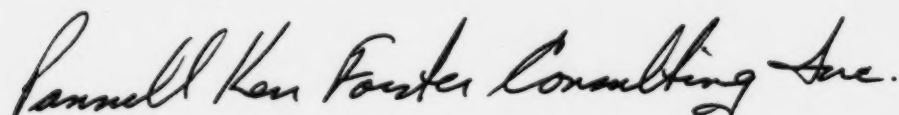
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number of private sector services in the eastern and western regions of the Island, there has been only modest success in altering visitors' travel patterns and length of stay. While there is an opportunity to capitalize on the current combination of the Island's natural and man-made resources and changing consumer vacation needs, one needs to be realistic about the opportunity for significant short term change.

The objective of this study therefore has not been to achieve dramatic short-term changes in travel patterns, but rather to provide a foundation whereby consumer-responsive touring products can be developed to meet the ever-evolving needs of travellers. Developing the touring product, and attracting existing and new visitors to less travelled regions is expected to be a long term, ongoing process.

We have both appreciated and enjoyed this opportunity to be of service. If there are any questions regarding this report, or if clarification of the recommendations contained herein is required, we would be happy to respond at your convenience.

Sincerely,



Pannell Kerr Forster Consulting Inc.
Daniel T. Hill, CMC
Director

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i Objective of the Study

Pannell Kerr Forster Consulting Inc. was engaged by PEI Tourism to provide "strategic recommendations for an optimal, best practices approach to the presentation of Prince Edward Island's Touring Product". The Province's touring product has historically not been given high priority in terms of administration, funding or promotion, and it is hoped that the recommendations from this study will serve to enhance the Island's marketability as a touring destination – broadening the experience (and thus improving retention) of existing visitors, as well as serving to attract new visitors seeking specific touring experiences.

ii The Research Approach

The research program has consisted of a review of secondary consumer research documents relating to demographic influences on consumers' travel habits and motivators, and primary research in other jurisdictions to obtain information regarding the approaches used in developing and promoting touring products. Focus groups were also conducted during the study to identify/confirm consumer wants and needs, as well as to obtain feedback on the preliminary touring product recommendations.

iii Research Findings

The consumer research indicates that a significant opportunity exists to develop touring products that would appeal to travellers aged 40 plus, a growing group with typically higher than average family incomes and education levels, and a propensity to seek out the types of experiences that Prince Edward Island can offer. The demographic makeup of these travellers also matches a significant component of Prince Edward Island's current visitor base, thus the opportunity to expand existing visitor experiences also exists.

Jurisdictional research suggests that there are certain commonalities among the various jurisdictions for which information was obtained. Some generally common themes included: administrative control typically falling within the Tourism Department mandate, funding being primarily of a public nature (versus private sector via advertising fees), the importance of "scenic routes" and the ongoing need for development and marketing of the product. Visitors' guides and web sites are used extensively in all jurisdictions, however the approach used by different jurisdictions to presenting the touring product in these vehicles varies considerably. Similarly, while there is concurrence as to the importance of a good signage program, there are significant inconsistencies in the ways that signage has been implemented.

The results of the focus group research supported the consumer and jurisdictional research results in terms of experiences sought and route infrastructure requirements. When presented with alternative route descriptions, the focus group participants favoured a descriptive approach that provided more detailed information regarding the touring route and the experience that could be anticipated. As focus group

research is intended to be qualitative and not quantitative, the results were used to confirm or refute certain premises, rather than as a basis for this report's recommendations.

iv Strengths and Weaknesses of the Current PEI Touring Product

The current Prince Edward Island touring product was reviewed in terms of its coordination and control, infrastructure elements, promotion and product inventory. The purpose of the review was to determine the extent to which Price Edward Island has, or could create, a competitive touring product that would be responsive to consumer needs.

Although the Island's touring product has not been specifically the subject of coordination or administrative control in the past, there are many elements that are considered to be strengths. These include the exceptional scenic views that are accessible on the Island's coastal routes, a growing range of products and services, and an abundant mix of natural and heritage resources.

Limitations in the product as it currently exists include the lack of an administrative control structure that would facilitate planning and development of the product, certain infrastructure weaknesses (some highway improvements required, inconsistent route signage and an absence of introductory signage, a need for more rest stops and interpretive scenic lookout points) and a requirement for more direct promotion of touring in the Visitors Guide, on the Web Site and in Visitor Information Centres.

The review of the current product leads to the conclusion that with appropriate organization and funding, the Island could develop an extremely attractive touring product. The fundamental requirements of a touring product are already in place, and have the potential to be developed and promoted into a series of touring products that will significantly enhance the Prince Edward Island's overall tourism product offering.

v Recommended Best Practices

The key recommendations arising from the research and analysis include the following:

- ☐ Utilize the existing three scenic routes as the primary platform for the Island's Touring Product. Certain infrastructure enhancements would be required, and these should be in place in advance of promoting the product. When the three primary routes are implemented, development of second tier product or niche touring products can then be developed and promoted.
- ☐ Work together with tourism industry stakeholders to develop names for the three primary scenic routes that are reflective of the experience being offered.
- ☐ Develop an administrative structure within the Tourism Department that would have a specific mandate with respect to developing and promoting the touring product.

- ❑ Develop an appropriate signage program, using "Tourism Blue" colouring, a combination of symbols and text, and locations that eliminate confusion at key route decision points. Utilize the recommendations of the GeoPlan Study and this report to facilitate the work of the Signage Review Committee and to ensure that touring route signage is prioritized.
- ❑ Ensure that appropriate funding is in place to remedy infrastructure weaknesses and promote the touring product.
- ❑ Work towards a re-focussing of the Visitors Guide and Web Site toward the three primary routes to avoid confusion between the six Tourism Regions and the recommended three primary touring routes.
- ❑ Ensure that advertising strategies recognize the demographics of the touring market.
- ❑ Work together with the Department of Transportation and Public Works to identify natural resource protection requirements and enhancement opportunities.
- ❑ Maintain a tourism product inventory database, along with mapping coordinates if possible, to facilitate route planning and maintenance and enhanced mapping capabilities.

vi Recommended Administrative Structure

It is recommended that the responsibility for touring product development be within Tourism PEI, the lead agency for tourism within the government. The mandate of Tourism PEI includes marketing, research and the development of new tourism products. As the effort required to develop the product initially will be relatively intense, we would also recommend that a specific Product Development Officer be assigned to the task of coordinating the development, documentation and implementation of the Island's touring products. This individual would work closely with field representatives, as well as with other divisions in the Department of Tourism (Policy, Planning and Research and Tourism Marketing) to ensure that the product is not only developed in accordance with provincial guidelines and consumer needs, but is also effectively promoted. Coordination with the Department of Transportation and Public Works is also required to facilitate route signage, and development of any required infrastructure components.

vii Implementation

The most critical components of the implementation plan are obtaining the necessary initial approvals for administrative changes, obtaining assurance of appropriate funding levels, and establishing a timeframe that is realistic for development of the primary platform routes. An aggressive approach to implementation would result in introduction of the three primary routes in advance of the 2002 touring season, with product or niche tours being developed in time for the 2003 season.

1 STUDY BACKGROUND

1.1 Introduction

Prince Edward Island has, for many years, struggled with the uneven distribution of tourism visitation to the Island. The current configuration of six touring regions in Prince Edward Island was established in 1993 in an effort to enhance shoulder season tourism activity, more evenly distribute visitation and increase length of stay. The six regions include the Sunsets and Seascapes Region in the north western portion of the Province, the Ship to Shore region in west-central PEI, Anne's Land and Charlotte's shore in the centre of the Island, Hills and Harbours in the south-east and the Bays and Dunes region in the north east. Historically, visitation has been concentrated in the Charlotte's Shore and Anne's Land regions – and hence significant responsive development has occurred in the central part of the Island, despite efforts to encourage both development and visitation to the more distant regions. Marketing materials have focused on the 1993 touring region configuration, however the evidence of the scenic drive network on the Island is, at best, limited. Additionally, the Island continues to struggle with the catch 22 situation of needing more tourism product in the less travelled regions to attract travellers (particularly during the shoulder seasons) and needing higher levels of visitation to economically justify the required developments and services.

1.2 Current Challenges

There are several challenges that are typically faced by many jurisdictions that offer, or wish to offer, a touring product:

- ❑ Touring is normally a highly seasonal activity
- ❑ The nature and needs of the touring consumer are constantly changing, thus while a consistent approach to development and marketing is required, there must also be considerable flexibility to allow for the inevitable market changes that will occur
- ❑ The touring product is only one of a multitude of opportunities that a region can exploit to enhance tourism visitation and/or expenditures. Marketing and development of touring opportunities must therefore be balanced with, and in some instances, competes with, other tourism development/marketing ideas and concepts.
- ❑ Measurement of the relative success/failure of a touring product initiative is sometimes difficult
- ❑ Changes in public sector and private sector sentiments can result in the inconsistent application of marketing funds and methods, availability of funds and prioritization of new developments or initiatives.

- Certain components of a successful touring product (i.e. special events) may require a significant level of volunteer effort – and the consistent availability of this effort is difficult to predict.
- Governments are trying to balance increasing demands for public funds against the fiscal realities of achieving balanced budgets. Therefore, any infrastructure requirements that are critical to a strategy will compete at several levels (between regions, with other tourism projects and also with other government departments) for the necessary human and fiscal resources.

It is within the context of these challenges that the Study Team and Steering Committee have tried to develop a set of best practices that will serve the needs of Prince Edward Island's tourism industry, as they relate to the Island's touring product.

2 OBJECTIVES OF THE STUDY

The stated objective of this project has been to provide **"strategic recommendations for an optimal, best practices approach to the presentation of Prince Edward Island's Touring Product"**.

The objective is to be accomplished through an analysis of consumer trends as they relate to touring products, identification of successful (and unsuccessful) policies and strategies utilized in other jurisdictions (comparable or competitive), reviewing Prince Edward Island's touring routes, regions, themes and products, and identifying opportunities for promotion and enhancement of Prince Edward Island's Touring Product.

3 PRIMARY AND SECONDARY RESEARCH TASKS

The research tasks have included the following:

- We have conducted a variety of interviews with individuals responsible for tourism and/or touring in other jurisdictions in Canada and the United States, to identify practices that have been successful or unsuccessful, to determine the extent to which success is being measured, and to obtain information on consumer's reactions to various aspects of touring products;
- The components of the current touring product in Prince Edward Island have been reviewed, and a database of the product inventory has been developed as a basis for future touring product development. The review also incorporated an assessment of the Web site as it relates to Touring, and of the Visitors Guide and other promotional materials – again, as they relate to Touring
- We reviewed exit surveys (Economic Impact – 1998, 1999 and 2000) to determine visitor profiles and visitation trends;
- Secondary research materials provided by the Steering Committee, along with other material obtained throughout the course of the project have been reviewed, and their findings and recommendations considered in the preparation of this report;
- Focus Groups were conducted in Toronto to obtain qualitative information on consumers' wants, needs and preferences as they relate to touring, and to test various presentations of route descriptions.

4 CONSUMER TRENDS

4.1 Introduction

When establishing guidelines for future industry practices, it is important to do so within the context of current and foreseeable consumer trends, as these invariably influence travel patterns, likes and dislikes and wants and needs. Innovations in transportation and technology, along with demographic shifts as baby-boomers age into the "mature" segment, have contributed to an unprecedented opportunity in terms of new markets for existing destinations. These same issues have also, however, created new competitive challenges, and many destinations are seeking ways to expand or enhance their tourism products

4.2 Transportation

Current methods of transportation provide a means for travellers to affordably access more distant and varied destinations. Whether travelling by air, land or sea, tourists now have a wide range of alternatives from which to choose, and are becoming increasingly more sophisticated in the destination selection process. Destination marketing organizations and tourism product providers are therefore faced with the mixed blessing of significantly expanded market areas from which to draw visitors, and an increasingly broad competitive field.

4.3 Technology

Technology, and most specifically, the Internet, has provided means of information acquisition, communication and booking that simply did not exist a decade ago. A U.S. Segment Tracking Study prepared for the Canadian Tourism Commission in 2000 indicates that 76% of the respondents had a personal computer at home, 64% had access to the Internet on their home computer, and 46% had used the Internet to search for travel information. Research in Ontario's visitor markets suggests similarly high rates of Internet accessibility, except in the "senior" categories (average age – 70 years) where utilization rates remain low. Preliminary findings from the Travel Activities and Motivations Survey ("TAMS") released in March 2001 also indicate a high percentage of Internet usage:

"47% of the US population (18 plus) and 37.6% of the Canadian population (18 plus) report using the Internet on a regular basis as a source of information (not just travel information). Use of the Internet as an information source was strongly associated with the frequency with which pleasure trips were taken in the last two years. Thus, 63% of those who had taken 10 or more pleasure trips during the past two years use the Internet, while only 28% use the Internet regularly among those who did not take a pleasure trip."

To date, the Internet is used primarily as a source of information. While there is a significant opportunity to reach a broad geographical range of potential customers with targeted marketing efforts via the Internet, there are also associated challenges related to keeping the information current and accurate. Web site design and management is also critical so that information-seekers are led quickly to the appropriate page, and on-line requests for additional information can be responded to efficiently.

The incidence of Internet use to make reservations is increasing dramatically as consumers become more comfortable with E-commerce concepts. (TAMS indicates that 13.3% of the North American population (18 plus) have booked a pleasure trip through the Internet.) Given the increasing numbers of people finalizing their travel plans via the Internet, it also becomes increasingly important that the product/service information available include all necessary trip planning material.

4.4 Demographics

Travel patterns are significantly influenced by age and affluence, with the "baby boomer" group being the segment most commonly thought of and researched. In large part, baby boomers have now raised their families, and are entering the "mature" cycle. They are generally well educated, have higher than average incomes, are in better physical condition than the previous "mature" generation and have a high propensity to travel. Additionally, this lifecycle segment, in addition to having higher than average current incomes, will inherit considerable wealth from their parents over the next decade as the "seniors" reach the end of their life expectancy.

The aforementioned US Segment Tracking Study found that the touring segment was the largest (of six measured segments) identified by respondents, and had the following characteristics:

- ☐ 59% female
- ☐ Only 30% have children under the age of 18 in the household
- ☐ 13% are between the age of 65 and 74
- ☐ 65% have a college degree
- ☐ 81% of this segment exhibited an interest in visiting Canada
- ☐ 10% would be interested in visiting Atlantic Canada
- ☐ 41% travelled in June or July on their most recent trip and spent an average of 9.8 nights away from home

Research in the Ontario market also indicates that the mature market segment (including singles and couples) comprises an important component of overall visitor volumes. Within the mature market, mainstream couples, with an average age of 51.8 years and household incomes averaging \$63,200,

represent the majority. Single mature travellers have a higher average income, and a propensity to visit urban centres, while mature couples are more likely to participate in nature retreats and adventure travel. Irrespective of age, swimming is the most frequently noted outdoor activity, and historical tours and sightseeing are the two highest-ranking cultural vacation activities. All segments, with the exception of affluent mature singles, travel more frequently in the summer than in any other season. Affluent mature singles have a higher percentage of trips in the winter (29.9%) than in the summer (25.8%).

Not surprisingly, the demographics of visitors to Prince Edward Island, as summarized in the annual economic impact reports prepared by Tourism PEI, are in many respects consistent with the more broadly based research findings. In the most recent survey (Economic Impact Tourism 2000), single adult couples comprised 45% of overall visitation, and visitors with ages between 40 and 50 years represented 49% of visitors. 67% of the Island's visitors reported family incomes in excess of \$50,000, up from 60% in the previous year.

4.5 Travel Motivators

The US segment Tracking and Evaluation Study identified significant motivating factors (factors that are often important or always important) for the US travel market. The top motivating factor was local cuisine at 56%, followed closely by lakes, rivers and mountainous areas at 54%. US travellers also seek adventure and excitement (46%) and nightlife and entertainment (42%) when they travel. The top 20 motivators are listed in Figure 4-1 with associated percentages for reference.

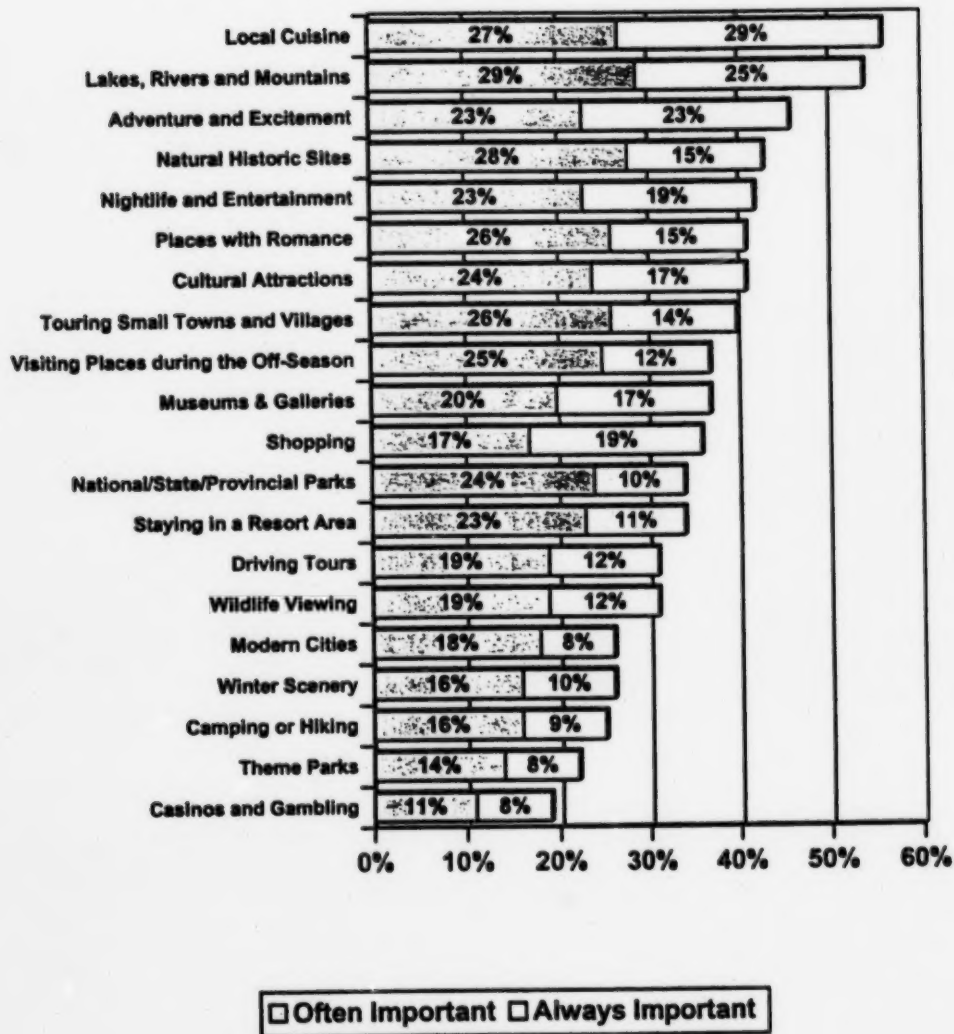
The preliminary TAMS overview provides additional insight into travel motivators for Canadian and American travellers. The report notes the following with regard to vacation experiences sought during pleasure travel (Canadian and U.S. travellers – 18 plus) in the past two years:

"Pleasure vacationers were most likely to have sought rest and relaxation, to have visited family and friends in other cities or countries or to have spent quality time with their families away from home. Seeing natural and historical sites and nature wonders and spending time with good friends were also frequently pursued vacation experiences. Between 33 % and 40 % had taken vacations to experience unspoiled nature, for adventure & excitement, for intimacy & romance, to experience different culture or ways of life, to experience city life or to pursue a particular hobby or sport. Vacationers were less likely to have sought familiar and safe places, to have experienced the good life, to visit a casino and gamble, to escape the winter weather, to visit a popular trendy place or to have sought out a learning experience while on vacation."

The TAMS overview report also specifically addressed touring activities. The analysis indicates that touring by personal vehicle is clearly the most popular type of touring. Wandering around small towns and villages (48%) and coastal or lakeshore scenic drives (47%) were the most common touring activities indicated over the past two years. Even higher percentages were recorded (54% and 50%, respectively) in response to the likelihood of taking specific types of overnight or day tours during the next two years. Affluent young couples and affluent mature and senior couples were the most likely to have toured using a personal vehicle over the past two years.

The TAMS findings have positive implications relative to the travel segments visiting Prince Edward Island, and also indicate that the touring product offered by Prince Edward Island is one that would appeal to a significant percentage of the pleasure travel market.

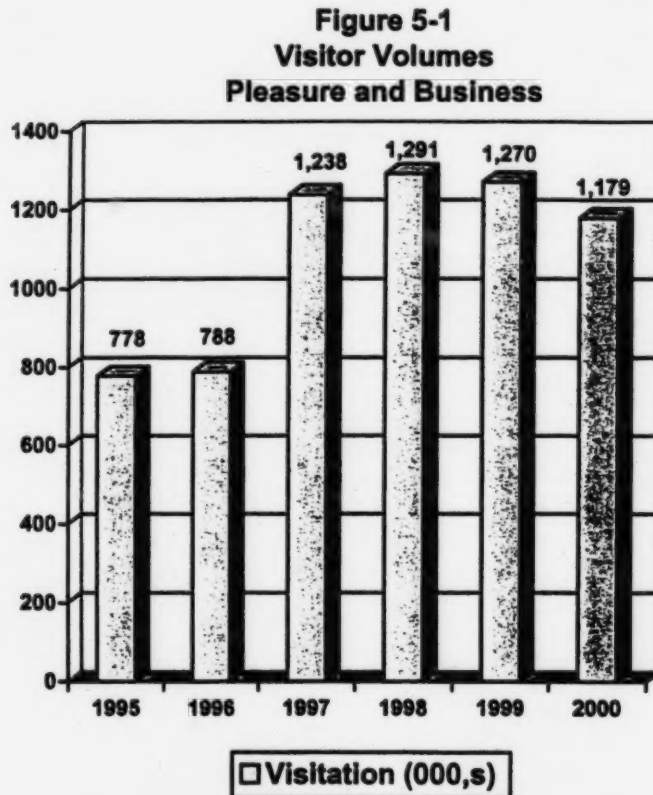
Figure 4-1
Significant Travel Motivators
US Segment Tracking and Evaluation Study



5 OVERVIEW OF TOURISM IN PRINCE EDWARD ISLAND

5.1 Overall Visitor Volumes

Visitation to Prince Edward Island, as indicated in the Economic Impact: Tourism 2000 report, increased dramatically from approximately 788,000 in 1996 to approximately 1.24 million in 1997 upon completion of construction of the Confederation Bridge. Growth from 1995 through 2000 is indicated in Figure 5-1 below:

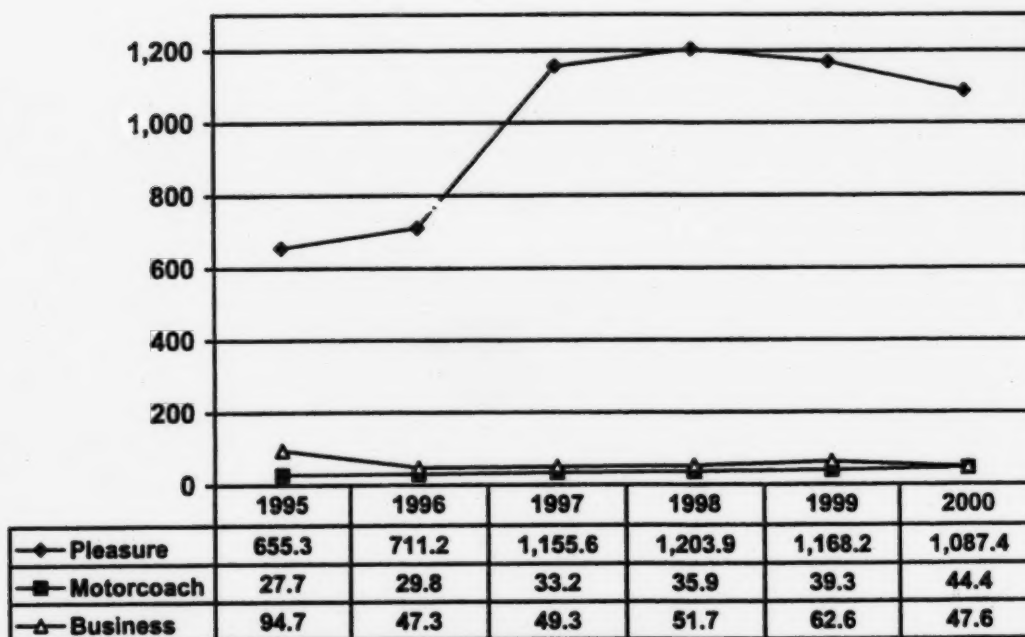


5.2 Segmentation of Visitation

Figure 5-2, following, indicates the segmentation of visitation to Prince Edward Island since 1995. The business segment has declined from approximately 95,000 visitors (12% of total visitation in 1995) to 47,600 visitors (4.0% of total) in 2000. Over the same period, the motorcoach segment has grown consistently, averaging in excess of 10% growth per year. Notwithstanding this positive growth, motorcoach visitors (44,400 in 2000) represent less than 4.0% of overall visitation to the Island. Pleasure PMV and Air visitors

comprise the balance of visitation to Prince Edward Island, and amount to approximately 92% of total visitation. After experiencing dramatic growth immediately following the opening of the Confederation Bridge, the pleasure segment declined by 3.0% in 1999 and by a further 6.9% in 2000.

Figure 5-2
Segmentation of Visitation
(000,s)



5.3 Pleasure PMV and Air Visitors

5.3.1 Introduction

The focus of this study has been the Pleasure PMV and Air visitor segment. While there is continued strength in this market, the continuing decline in visitation since 1998 should be of concern. Various explanations for the declines have been put forth, inclusive of gasoline prices, significant events in other regions, the weather, and competitive "stay-at-home" campaigns. These are factors that will always contribute to visitor volumes, and should thus already be addressed in the Province's advertising and marketing campaigns. A broader, and potentially more significant issue is the maturation of both the province's visitors and of the product being offered. Irrespective of the cause(s) of declining visitation from

specific origins, the implication of a decline in demand is that the product or message being delivered by the Province was not as attractive to potential visitors as that of other destinations. It has not been the mandate of this study to assess the issues leading to significant declines in visitation from some origins and indeed, significant increases from others. It is, however, useful to examine some of the changes in this segment to determine the impact, if any, on the development of best practices for the Island's touring product.

5.3.2 Origins of Pleasure PMV and Air Visitors

Visitor origins are summarized in Table 5-1 below, along with relative rankings in 1998, 1999 and 2000, and the percentage change in 1999 and 2000.

Table 5-1 Visitor Origin Rankings (000,s)								
	1998		1999			2000		
	# of Visitors	Rank	# of Visitors	Rank	Percent Change	# of Visitors	Rank	Percent Change
Newfoundland	37.2	9	35.4	9	-4.8%	32.6	9	-8.1
Nova Scotia	249.6	2	239.6	2	-4.0%	211.9	2	-11.6
New Brunswick	159.6	4	121.3	3	-24.0%	128.9	3	6.3
Quebec	198.4	3	100	5	-49.6%	77.1	7	-22.9
Ontario	284.4	1	306.5	1	7.8%	271.4	1	-11.5
Other Canada	61.6	7	80.4	7	30.5%	84.5	6	5.0
New England	67.6	5	87.7	6	29.7%	102.1	4	16.3
Mid-Atlantic	58.0	8	50.7	8	-12.6%	64.2	8	26.7
Other USA	63.1	6	115.5	4	83.0%	90.3	5	-21.8
International	24.4	10	31.0	10	27.0%	24.5	10	-21.0
Total	1,203.8		1,087.4		-9.7%			-6.9
Source: Economic Impact: Tourism 1999 and Economic Impact: Tourism 2000								

5.3.3 Implications for Prince Edward Island's Touring Product

Ontario, Nova Scotia and Quebec were ranked, respectively, 1,2 and 3 in terms of visitor origins in 1998. The significant decline in visitation from Quebec in 1999 and again in 2000 (a two-year decline of over 120,000 visitors) has resulted in New Brunswick replacing Quebec as the third-ranking origin. Relative to the touring market, this is significant. Visitors from Quebec have a higher incidence of incomes over \$50,000 (59% versus 50% from New Brunswick) and a higher percentage of visitors in the over 40-age category (72% from Quebec versus 64% from New Brunswick). The TAMS Overview report indicates that the segments most likely to have toured using their personal vehicle were affluent mature travellers and senior couples, and touring travellers as defined in the US Segment Tracking and Evaluation Study tend to be older and are more likely to have a college or university degree, and hence higher incomes. Hence, any shift in visitor origins that results in more visitors to PEI with lower incomes or a lower average age would suggest a corresponding decline in the opportunity to attract these existing visitors to touring products. Conversely, an effectively designed and promoted touring product could attract increasing numbers of new travellers to Prince Edward Island, with demographic profiles that could help to reverse the declines experienced in 1999 and 2000.

Additionally, the average length of stay of visitors from Quebec (4.4 days) was substantially higher than for visitors from New Brunswick (2.8 days). The implications here for touring relate to both the probability of touring and the nature of touring that would be of interest. Visitors from Nova Scotia and Ontario, with, respectively, average stays of 3.4 and 4.4 days, would have a higher touring potential than would visitors from New Brunswick. Touring itineraries such as those developed for the Canadian Explorer series in 1997, with average durations of between 4 and 7 days, are unlikely to be successful on a large scale given travellers' current time constraints, and the typical length of stay that, for the primary origins, ranges from 2.8 to 4.4 days.

5.4 Tourism Demand Growth

The current economic slowdown in Prince Edward Island's major markets, in conjunction with rising fuel costs, creates a difficult environment in which to predict demand growth. Domestic travel growth for 2001 is projected by the Conference Board of Canada to be just over 2.0%, while growth in demand from the United States is projected at between 1.0% and 3.0%. For planning purposes, it would appear to be aggressive to be forecasting growth in excess of 2.0%, given the continuing sluggishness of the US economy, and the high likelihood that the recovery, originally forecast for mid-year, will now not be realized until sometime in 2002.

6 FINDINGS FROM PRIMARY RESEARCH IN OTHER JURISDICTIONS

6.1 Introduction

A primary focus of this study has been to gather information regarding touring products and practices from other jurisdictions in Canada and the United States. This research has been conducted at three levels:

- ☐ A review of touring product information on each jurisdiction's Web Site
- ☐ A review of printed materials (Visitors Guides, Maps, Touring Brochures)
- ☐ Telephone interviews with selected representatives of jurisdictions in Canada and the United States.

The results of the research are summarized in the following paragraphs.

6.2 Jurisdictions Reviewed

Table 6-1 below summarizes the jurisdictional research undertaken:

Table 6-1			
Jurisdictional Research			
Research Components Undertaken			
Jurisdiction	Publications	Internet/Web Site	Telephone Interview
Canada (Explorer Series)	✓		✓
Newfoundland	✓	✓	✓
Nova Scotia	✓	✓	
New Brunswick	✓	✓	
Quebec	✓	✓	
Ontario	✓	✓	✓
Saskatchewan	✓	✓	✓
British Columbia	✓	✓	✓
USA – Nat'l Scenic Highways	✓	✓	✓
Maine	✓	✓	✓
Connecticut	✓	✓	✓
New Hampshire	✓	✓	✓
Washington	✓	✓	
Oregon	✓	✓	✓
Texas	✓	✓	✓

6.3 Consistency of Approach

Given the goal of determining a set of "best practices", one of the research objectives has been to identify approaches (to developing and promoting touring) that are consistent among jurisdictions. The research results have identified general agreement that touring and touring markets are an important component of tourism in a given region, and this is supported by more broadly based tourism/travel research. Some consistency in the administration (public versus private sector), funding and promotion (utilization of brochures, web site development and visitor guides) of touring products also exists. There are significant variances in the degree to which the actual touring product is well defined in, and easily accessed via, the various promotional vehicles being used. There is also little commonality in the approach used in planning for and developing actual touring products, and in the extent to which product-specific signage is utilized or permitted.

6.4 Administrative Organization and Funding

In both Canada and the United States, administration of the touring product generally falls within the mandate of the State or Provincial tourism agency/department, but is not at present given significant prominence. In some instances, informal relationships exist between Tourism and other departments such as Transportation/Highways, Parks, and Heritage to facilitate specific components of tourism planning such as maps and signage.

General tax revenue is the most common source of funding for touring product promotion activities. Web site development has typically been funded by the public sector, with little or no advertising revenue relied upon. Other than brochures, the touring product is usually marketed through traditional tourism publications such as visitor guides. Such publications (other than those dedicated to public sector cultural/heritage facilities, and parks) are either totally funded through private sector advertising, or are produced with a combination of base funding from the public sector and private sector advertising funds.

Development of touring products at the state/provincial level is usually the mandate of an individual within the department of tourism. In only one instance was this function contracted to a private sector business. The participation of DMO's and associations in product development was noted in some instances, however this participation was largely at the niche product or local level. There is generally little input sought from private sector operators and associations – the general opinion being that touring should be an activity geared to serve the broad interests of all tourism service providers – not just the vocal ones.

6.5 Ability to Measure Success or Failure

While there are general opinions as to the success or failure of specific touring initiatives, there are no tracking mechanisms in place that provide quantifiable measurements of success. The only instance where

results were tracked for the purpose of measuring success was a series of case studies prepared by Ontario Ministry of Tourism Field Staff for inclusion in a Packaging Handbook for Tourism Suppliers. While most of the case studies were simply packages (i.e. – an overnight accommodation/attraction package) and thus did not qualify as touring products, a few were more appropriately described as "travel itineraries" (i.e.- "Huron Harvest Trail"). Results were measured in terms of package consumption where a specific package price was being promoted, and in more general terms of "increased volumes at participating operations" or "increased number of participating operations" for self-guided packages or touring itineraries.

There is an inherent difficulty in measuring the success or failure of touring initiatives that are, by definition, self-guided and non-specific. At an even more basic level, there are varying opinions as to how success (or failure) would be accurately defined. Increased traffic flows into a region are, particularly for those on the planning side, a success indicator. Operators, on the other hand, do not necessarily view an increase in traffic as positive unless it translates into increased revenues for them. In some instances, increased traffic can actually be a negative if it begins to create congestion, have unacceptable environmental impacts, generate a requirement for expensive increases to highway infrastructure or detract from the peace and tranquility of an area.

Initial touring product interest levels could be partially tracked through a detailed analysis of Web site access, brochure consumption, etc. Actual participation could also be measured quantitatively through exit surveys, however this is an expensive method of measuring and is not utilized at present. Surveying operators along specific routes would also provide a qualitative measurement, however this is generally not done due to resource restrictions. While these, and perhaps other methods of measurement are possible, the current reality is that measurements are seldom taken, thus the relative success or failure of specific initiatives remains unknown.

6.6 Signage

One of the most critical elements of a touring experience is the extent to which directional signs identify and facilitate utilization of the product. Without effective signage, a touring product that might otherwise be successful is typically underutilized. The research and analysis has thus considered issues relating to signage that contribute to the success of a touring product.

6.6.1 Levels of Signage in other Jurisdictions

There is little consistency in the extent to which touring route signage is permitted or encouraged in specific jurisdictions. Signage for touring products thus ranges from none, to product-specific signs for niche tours. In most jurisdictions, regulations relating to signage, as well as the responsibility for installation and maintenance of signs, are found within the Department of Highways/Transportation. Thus coordination

between this department and the Department of Tourism is necessary to ensure that standard highway signage policies do not conflict with the signage requirements that are specifically related to touring.

It is generally agreed that appropriate introductory signage at key arrival or opportunity points is the most important component of effective signage. Introductory signage facilitates the communication of basic elements such as route descriptors (images, names) as well as the utilization and meaning of sign shapes and colours if these are different than standard highway directional signage in the jurisdiction.

6.6.2 The Geoplan Study of Coastal Drives in Prince Edward Island

The Geoplan study of coastal drives in Prince Edward Island found introductory signage to be lacking, and route signage to be confusing and/or inconsistent in certain instances, and indicated that appropriate introductory signage and clear route signage were key contributors to positive touring experiences. Other jurisdictions also noted that signage related to touring products was weak or non-existent, and that visitors were thus obliged to use brochures, maps and existing highway directional signage for touring purposes.

6.6.3 The Problem of Proliferation

Defining common practices relating to signage for niche product tours or locally generated tours has also been difficult due to inconsistencies in approach and regulatory control. There is, however, common agreement that the benefits of signage can be eroded through lax or inconsistent regulations that result in a proliferation of signs. Additionally, it is important to establish clear distinctions between touring route signage and product signage (specific businesses or attractions).

6.6.4 Colour

As noted in the Geoplan Study, separate colours are currently used to reflect the three scenic drives (Lady Slipper, Blue Heron and Kings Byway). The dark blue colour used in other jurisdictions in tourism signing is not presently used in Prince Edward Island. There is, in our view, significant benefit in using the "tourism blue" colour for all touring route signage (not just introductory signage) as this would provide visitors with a recognized reference from which to begin and continue their touring experiences. We would note however, that "tourism blue" is not universally used, thus there is likely to continue to be a diversity of tourism signage colours in various jurisdictions.

6.7 Printed Materials

Although there is significant lack of consistency in the level of detail in which touring routes are described, there is broadly based utilization of visitors' guides as a communication vehicle. The contrast in approaches in different jurisdictions is well illustrated by the visitors guides issued by Prince Edward Island and it's Atlantic neighbour, New Brunswick. In the Prince Edward Island guide, there is a focus on regions, with little descriptive material on touring routes. In the New Brunswick Travel Planner, scenic drive descriptions and

maps have a high profile in the document – beginning with the index, and carrying through to the details provided for each route.

Many jurisdictions use brochure materials to describe specific tours, however the effectiveness of these varies considerably. The most effective brochures do not include advertising (and thus are probably funded within the tourism marketing budget), but do include good descriptive text and pictures, as well as a map of the specific touring route.

6.8 The Internet

The Internet is a common vehicle for distribution of touring information in all jurisdictions. The variances lie in the relative effectiveness of the delivery. The advantage of Internet distribution is that a destination area is able to reach a broad market base by putting information on a web site. The challenges relate to differentiating one product from another, and ensuring that the descriptions are sufficiently enticing to lead people to vacation/touring in a specific province, area or region.

Prince Edward Island's web site (PEIplay.com) is basically an electronic version of the Visitors Guide, and is available in French or English. It is updated annually to reflect known changes. Touring routes and niche tours are not well defined or easily accessed via this information base.

7 FOCUS GROUP RESEARCH

7.1 Introduction

Pannell Kerr Forster commissioned Corporate Research Associates Inc. (CRA) to conduct a qualitative research study concerning "Travel Touring" products, specifically related to Prince Edward Island. The full Top Line Report is presented in Appendix A for reference. Touring concepts tested in these focus groups were in the western region of the province and as such the "Lady Slipper Drive" scenic route product description as well as the "Sunsets and Seascapes" regional product descriptions (both from the Visitors Guide) were used as two of the test products. A third touring product was developed for testing but essentially remained focused on this particular area of the Island.

It should be noted that this region of the Island was selected as being illustrative of the other regions and is not intended to serve as a specific evaluation of the product descriptions for this specific region.

7.2 Research Objectives

This qualitative research study was conducted with travel consumers between 20 and 65 years of age who had taken at least one out of province pleasure vacation in the past June to October period (summer/fall) that extended five nights or longer that involved at least some driving. Group participants were recruited to be likely to undertake activities that generally involved some sightseeing or touring in the areas they visited and were determined to not be unlikely to visit PEI in the summer or fall time period.

More specifically, the research sought to:

- ◆ Identify the factors that were important to travelers as they planned vacations that involved some driving or touring;
- ◆ Obtain some measure of understanding as to what an "ideal" touring vacation would involve, specifically in terms of activities, accommodations, information needs, signage and other factors that would contribute to a successful journey;
- ◆ Evaluate three touring product descriptions and determine the likes and dislikes of each as well as initial reactions to each as a touring product; and, finally
- ◆ Identify the touring product that has the greatest appeal of the three tested and some understanding of the rationale for their preference.

7.3 Research Methodology

To accomplish the stated research objectives, CRA conducted two focus group discussions with a total of fifteen participants in Toronto, Ontario. All participants were recruited as being the person in the household who is responsible, either solely or equally, for selecting vacation destinations. Those employed in sensitive occupations (Market research, Marketing, Public relations, Media or the Tourism Industry) were excluded from participation in this study. Both groups consisted of people who had taken a vacation of five nights or

more in the past two years during the period of June to October. As well they were determined to be "not opposed" to visiting PEI. The first group primarily consisted of people who were between 20 and 39 years of age and generally traveled in a mix of party compositions – some single, some adults only, some families and some groups of adult friends. The second group of people were somewhat older (between 40 and 65 years of age) and generally travel without children under 18 years of age.

7.4 Context of Qualitative Research

Focus group discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits and attitudes are considered relevant to the topic of discussion. The primary benefits of focus group discussions are that they allow for in-depth probing with qualifying participants on behaviour, habits, usage patterns, perceptions and attitudes related to the subject matter. The group discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. Focus groups allow for a more complete understanding of the segment in that the thoughts or feelings are expressed in the participants' "own language" and at their "own levels of passion".

The focus group technique is used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. Although numbers are sometimes presented as illustrative of the opinions of the participants in this study, these are offered for insight and should not be considered statistically reliable. Due to the inherent biases in the technique, the data cannot be projected to any universe of individuals. Consequently, participants recruited for focus group discussions must be considered a sample of convenience and are not intended to be representative of any targeted segments.

7.5 Applicability of Findings

The focus group results are generally supportive of the findings and recommendations arising from the primary and secondary consumer and jurisdictional research. Important considerations when planning a touring vacation were related to "what to do, where to stay or eat, what to see, and how much will it cost". The ideal touring vacation was described as one where the "weather was great, the people were friendly, the scenery was great, there was lots to do, the food was good, the accommodations were comfortable and the cost was affordable". Many turn to the Internet when seeking information for touring vacations, and visitor guides are frequently obtained as a source of more information when visitors are on their vacations. Word of mouth was also indicated as an important reference. Signage was considered important and a combination of words and symbols seemed to be the preferred method of signing.

8 ANALYSIS OF THE CURRENT PRINCE EDWARD ISLAND TOURING PRODUCT

8.1 Introduction

The current Prince Edward Island touring product has been reviewed in terms of its coordination and control, infrastructure elements, promotion and product inventory. An understanding of these aspects of the product, along with the review of touring products in other jurisdictions, provides the basis for assessing the relative strengths and weaknesses of the Island's touring product.

8.2 Coordination and Control

The responsibility for development and promotion of the touring product in Prince Edward Island falls within the mandate of the Department of Tourism and is thus consistent with that of other jurisdictions. Specific responsibilities within the department are, however, not well defined. This was also the case in many jurisdictions, however in most we were able to identify an individual who was deemed to be responsible for coordinating the various activities related to touring products. There is a considerable level of coordination required between the Tourism Department and the Department of Transportation/Highways, particularly in jurisdictions where the touring product is more refined. The relationship between these departments, as it relates to touring, is typically informal and thus not always well coordinated.

8.3 Infrastructure

There are several infrastructure levels within a touring product, and Prince Edward Island is well established in some, and poorly established in others. The primary elements considered have been: highways; natural resources and scenery; facilities and services; signage and marketing. Each is described briefly in the following paragraphs.

8.3.1 Highways

The primary touring route highway infrastructure in Prince Edward Island is fundamentally well established and maintained. There are inconsistencies in quality in various sections, however these would be expected in any area where traffic volumes vary considerably from one region to another. The topography of the Island also lends itself well to touring, as the absence of significant changes in elevation result in roads that are easily driven.

An important component of touring is transportation safety, and we are of the opinion that current regulations and road conditions provide a safe environment for the touring public.

8.3.2 Natural Resources and Resource Protection

The Island's abundance of natural resources is well recognized and appreciated by all who visit. Natural resources include scenic, historical, cultural, natural and archaeological resources are of particular

significance in the present time, as consumers are increasingly placing a high value on these aspects of their vacation experience.

Equally important is the extent to which natural resources are protected in areas adjacent to touring routes. Sensitive areas need to be marked as such, and if vehicular or pedestrian traffic poses a potential problem, then steps need to be taken in advance to minimize the potential for consumptive activities, damage or destruction.

8.3.3 Facilities and Services

This group involves a broad range of items that are considered to be basic necessities of a touring route. Service stations, public washrooms, rest areas, scenic lookout points and interpretive facilities/visitor centres would all fall within this category. The extent to which these are available varies considerably in different regions of Prince Edward Island, and the availability is significantly reduced during the shoulder and winter seasons.

We would also consider the accessibility of touring route information while travelling on the Island to be a key service. This service is currently provided via visitor information centres and telephone support – however the accessibility of these is considered to be limited. In order to expand touring volumes – particularly in shoulder and winter seasons, and in the eastern and western regions, a more accessible system is required.

8.3.4 Signage

Signage has been previously discussed in this report, and has also been reviewed in some detail in the September 2000 Geoplan report. Appropriate signage is, however, critical to both the convenience and safety of a touring product, and thus needs to be carefully considered in conjunction with each touring product. The review of signage by Geoplan, and our review of the Kings Byway Scenic Drive lead us to conclude that there are significant improvements to be implemented in this area. In particular, the absence of introductory signage needs to be remedied.

8.4 Promotion

Based on our review of the available information and material, we conclude that there is little marketing that is specifically designed to promote the touring product. This is, in part, due to the historical absence of a clearly defined product, and is also a result of inconsistent coordination of touring products as a provincial mandate. Prince Edward Island is not alone in this regard – as many jurisdictions appear to suffer from inadequate marketing, even in instances where the product is reasonably well defined.

8.5 Product Inventory

It is important to have an accessible inventory of a region or jurisdiction's tourism product when developing and promoting touring routes. The tourism product incorporates both "things to see" and "things to do", and thus becomes a critical component of the descriptive material provided in conjunction with the actual route. Individuals selecting a touring route will often do so based on their desired primary activity (sightseeing, shopping for crafts, visiting cultural/heritage sites, etc.). Thus, being in a position to develop touring products that are focussed on specific activities provides an additional level of planning convenience for travellers.

Prince Edward Island offers a broad selection of private and public sector tourism products to visitors. These range from festivals and events to Provincial Parks to arts and craft shops. Most products are listed in the Visitors Guide, however the database provides an opportunity to augment the listings with products such as scenic fishing villages and points of interest, and then to code and sort the listings by category or by geographical area to facilitate matching tourism products and touring routes.

The product inventory is provided in Appendix B for reference, however the reader is cautioned that this inventory is at a point in time, and thus will be quickly outdated. It is therefore recommended that the database be updated regularly, and that the updated version be utilized for touring product development and promotion purposes.

9 RECOMMENDED BEST PRACTICES

9.1 Introduction

This study has concentrated on defining the practices that are responsive to consumer needs, rather than those that meet the needs of public sector agencies, destination marketing organizations or private sector operators. This approach to planning for touring products is not one that has been commonly utilized in other jurisdictions. We are of the opinion however, that a consumer-based approach will yield an overall touring product that will provide existing visitors with new and satisfying experiences, while also providing an opportunity to attract new visitors with niche product development and promotion.

The following recommendations are therefore based on our interpretation of information obtained through primary and secondary consumer and jurisdictional research. The results of the focus groups have also been considered, however as previously noted, focus group research is qualitative and responsive in nature, and thus, in our view, is less illustrative in terms of best practice recommendations than the experiential information obtained from other jurisdictions and from quantitative consumer research reports.

The available consumer research appears to support the concept of touring as an activity that appeals to a growing number of travellers that are entering, or already in, their peak income and travelling years. The number of travellers in the 40 plus age bracket is growing, and these consumers have an affinity for the outdoors, a growing interest in nature and eco-tourism, and a desire to enjoy authentic natural and cultural experiences. The types of experiences sought by these travellers can, in large part, be delivered through touring products that are well planned and effectively promoted.

9.1.1 Tourism Regions vs. Scenic Drives vs. Counties

The issue of how the touring product should be developed relative to the existing geographic designators has been considered. It is important that the reader note that these opinions reflect only the relationship between current or proposed touring products and the various designations.

Geographically, the Island lends itself well to the traditional east, west and central designations. The existing scenic drives correspond to the contours of the Island, with the central route bounded visually by Malpeque Bay and Bedeque Bay on the west, and by the Hillsborough River and Tracadie Bay on the east.

County divisions are less clear relative to the natural contours of the Island, and are not viewed as an appropriate basis for designing the touring product. Similarly, we have been unable to identify a clearly beneficial relationship between the six tourism regions and the logical primary touring routes. If anything, the introduction and subsequent promotion of the tourism regions may have reduced the awareness of the primary touring routes by altering the focus of marketing materials. There is also little evidence to suggest that the introduction of the six tourism regions has had a material impact on visitation to the more distant

regions of the province. We believe that an effectively designed system of touring routes has a higher potential of accomplishing this goal, however we are concerned that a continued focus on marketing the tourism regions could serve to hamper this potential.

It is therefore our opinion that, from the perspective of touring, the regions represented by the current scenic drives are a better platform upon which to design the touring product than the six tourism regions or the existing county structures.

9.2 Providing for Basic Needs

There are certain basic needs that must be met by any touring product. These relate primarily to safety, security and preservation of natural resources, and include the following aspects of touring.

9.2.1 Provision of Services

Travellers need to be assured that key services are available to them if they are travelling in rural parts of the province during non-peak periods. Such services would include service stations, restaurants, accommodation, washrooms and visitor information services. Most of these services currently exist to some degree to meet the needs of local residents, however the perception (and to an extent the reality) is that many of the Island's visitor services outside of Charlottetown and Summerside are only open during the peak June through September period. The challenge therefore is to communicate, when promoting the touring product, information regarding which services are available, and precisely where they are relative to a specific touring route. This provides a sense of security to the visitor, in addition to the expected description of what there is to do and see. Until such time as services are seasonally expanded, there is little likelihood of making material gains in traveller volumes beyond the current May through October tourist season.

9.2.2 Appropriate Signage and Mapping

While a portion of the touring public will enjoy the experience of "being lost", the majority prefer to have a clear understanding of the route they are taking, and expect to be directed through the route with appropriate signage. This process makes the most effective use of the time available. Exploratory side trips can be encouraged through additional signage and with descriptive text in the touring materials provided. Clear and consistent signs, along with tour-specific maps that detail the route, are important aspects of the "good experience" that travellers wish to have.

9.2.3 Communication Access

Enhanced communication technology has resulted in consumers having an expectation that they will be able to communicate with others at any time, and from wherever they are. Using the analogy of purchasing computer software, we expect that there will be support for that software on the other end of a phone

whenever we need it. Similarly, consumers may rightfully anticipate that "support" for their particular touring product will be available when it is required. This support is, in fact, available through visitor centre staff during certain hours. Establishing a central "support" number and ensuring some level of "after hours" support would further facilitate this process, but would need to be evaluated on a trial basis.

9.2.4 Preservation and Protection of Natural Resources

The consumers who are likely to seek touring experiences have high interest and awareness levels relating to conservation efforts. This provides a marketing opportunity for a region such as Prince Edward Island where there is a high level of natural resource available. At the same time, there are increasing expectations from consumers that the natural resources are being visibly protected and where possible, enhanced. This creates somewhat of a dilemma for touring product developers, as efforts to promote certain natural aspects of a region, if overly successful, could threaten the very aspect that is being promoted. It is thus recommended that there be a clear definition of resources to be protected or enhanced, and that all components of touring route development and promotion be conducted within the context of this definition.

9.3 Providing for Change

It is essential that the practices surrounding development and promotion of the Island's touring products be flexible so as to provide for inevitable changes in either product availability or consumer expectations. Thus, product development processes should include subsequent review and updating of the product on an annual basis to ensure that accurate information is being provided. Regular updating of the product inventory database would substantially facilitate the subsequent updating of touring route descriptive materials.

An important characteristic of the Best Practices approach is therefore the provision of a mechanism to evaluate and understand changing trends, and then to respond to these changes with new products or improvements to the existing product. This suggests therefore, that development and promotion of a touring product is not a single event, but rather a series of actions and activities that build on the basic strengths that the Island has to offer (and that consumers have demonstrated they want).

The review process should also encompass organization, staffing, new route development and, to the extent possible, route utilization.

9.4 Experiences vs. Products

The research suggests that consumers are seeking experiences, yet the majority of touring product development in other jurisdictions has been completed from the perspective of what is available rather than

what experience the consumer may want. We believe that the correct principal to be applied is that in which touring products are developed only if positive responses to the following questions are available:

- ☐ What consumer need does the proposed touring product satisfy?
- ☐ Is there appropriate infrastructure available, or can it be put in place at an acceptable cost?
- ☐ Does the proposed product meet natural resource protection and enhancement guidelines?
- ☐ Does the product complement or enhance existing touring products?
- ☐ Have the benefits and potential risks been clearly identified?

It is also important to clearly understand the differences in objectives when developing touring products. The primary routes (typically scenic drives that commence in areas of high traffic volume) are intended to encourage visitors to travel to "less travelled" areas of the jurisdiction, and to provide an experience that is representative of the region – not of a specific type of business or activity. Additional touring products of a more specific nature (niche or product tours) are less likely to be representative of a region and more likely to cater to the needs of a much smaller group of travellers who are seeking a specific experience or activity.

A well defined touring product has both types of touring routes in its offering. The primary routes serve as a platform for the more focused routes, and the consumer is provided with a variety of distance, time and activity alternatives.

9.5 The Platform Approach

In order to consistently respond to consumer needs, the touring product needs to be developed on a solid and recognized platform. This platform would remain relatively constant while other components of the program would provide for touring product innovations and flexibility.

9.5.1 Tier One – The Scenic Coastal Drives of Prince Edward Island

The research suggests that scenery is an important and central component of visitation to Prince Edward Island, and to the majority of those who are touring, be it in Prince Edward Island or elsewhere. We would therefore recommend that the existing scenic drives (with some modifications to more accurately reflect their character) be utilized as the primary platform for the Island's touring product. This recommendation suggests that, as a practice, touring products would be developed with the starting off point being a location somewhere on one of the scenic drives.

We believe that the eastern (Kings Byway) and western (Lady Slipper) routes should be retained fundamentally as they are presently identified, with route name changes to better reflect the experience that each route delivers. In the central portion of the Island, consideration has been given to dividing the Blue

Heron Scenic Drive into separate northern and southern routes, as the experience delivered in each is substantially different. In the northern section of the centre of the Island, a visitor experiences "Anne" as well as many beaches, attractions, and opportunities for both passive and participatory activities. In the south we have the City of Charlottetown complete with cultural activities, nightlife and shopping, along with coastal areas, and the scenic inland areas north and west of Charlottetown. Our conclusion in this regard is, that as a primary platform, the central scenic route should be retained as one route, as it does offer a "scenic coastal experience". The significant experiential differences between the north and the south are better reflected in product or niche touring routes, wherein the specific product strengths of an area (i.e. – "Anne's Land" in the north, "Canada's Birthplace" in the south) can be presented in appropriate detail.

9.5.2 Additional Touring Product Tiers

As suggested above, the primary platform scenic drives alone, are not in our view, fully representative of the type of touring product that needs to be developed in Prince Edward Island. Scenic drives are a promotional tool as well as a mechanism for guiding people to routes that will enhance their overall perception of the Island. Using the scenic drives as a platform for planning product-based touring routes can serve to further enhance this positive perception, as well as the overall utilization of the routes and the various commercial enterprises located throughout the Island.

Notwithstanding the ultimate requirement for additional tiers (which could be scenic routes or niche product tours), we recommend that planning and implementation of the Tier One Scenic Coastal Drives be completed in advance of any attempts to implement further niche product tours or scenic routes. Proper development of the Tier One touring product will provide the foundation for the balance of the touring product – and if not done properly, could result in either poor utilization of the routes or unsatisfactory experiences for touring visitors.

9.5.3 Duration and Distance

The important aspect of both duration and distance for a specific touring route is that both be accurately identified in the promotional material, or in verbally communicated information. The primary routes are very suitable for one to three day tours, and this time could be extended through the addition of secondary routes and niche product tours. There are also many opportunities for tours of less than a full day, and these are often welcomed by visitors who are seeking to infill shorter periods of time due to weather or time restrictions.

9.6 Route Designators

9.6.1 Names

It has been suggested in the Geoplan Consultants Inc. report (prepared in September 2000), that the word "Coastal" be included in each scenic drive name. This, in our view, would be a positive addition to the recognition of what the scenic drives represent.

We have also considered the appropriateness of each scenic drive name (Lady Slipper, Kings Byway and Blue Heron). While the addition of the word "coastal" to the name is an enhancement, the connection between the name and the route may still be somewhat obscure to many travellers. For example – the Kings Byway Scenic Drive could be suggestive of a "less travelled side road or branch of a more substantial highway" when in fact significant parts of this drive are the primary route accessing the eastern part of the Island. The Blue Heron Scenic Drive is well named in that one does often see blue herons along the route, however the name fails to provide significance to the many aspects of "Anne's Land" that are located on the northern portion of the route. All three scenic drives fail to generate the image of beaches, cliffs, ocean views and other scenic benefits of travelling on a coastal route. While the addition of the word "coastal" will help, it is not clear that the resulting names are describing an aspect of the drive that is unique.

We would recommend that consideration be given to the matter of route names for the primary (Tier One) routes before embarking on a substantial introductory and route signage program that will effectively limit the opportunity for change in the near future. In naming these routes, as well as any additional routes that may be developed in the future, the process should include an examination of the following factors:

- ☐ Based on the presumption that the route is meeting a consumer need, does the name help to communicate this to those who hear or read it?
- ☐ Does the name reflect the primary focus of the route (i.e.-scenery, products, activities)?
- ☐ Does the name help to create a first image of the experience?
- ☐ Do local tourism industry stakeholders support the name?
- ☐ Does the name help to differentiate this touring route from others?

9.6.2 Symbols and Words

The research suggests that a combination of symbols and words is the best method of identifying a touring route. Assuming that appropriate names are developed (in accordance with Section 9.6.1), the use of

symbols provides an additional opportunity to communicate the experience. Symbol selection should fundamentally follow the same guidelines as name selection.

9.6.3 Colours

The current scenic drive colours (magenta, light blue and purple) facilitate identification of the routes on maps, but do not significantly enhance communication of the experience. The visitor's guide currently uses different colours for each of the six tourism regions, and further erodes the potential value of route colours. Finally, the combination of route colours and tourism region colours makes it difficult to implement the "tourism blue" concept.

Given the above, we are of the opinion that route colours are not critical to the successful communication of the experience. While it is definitely important to distinguish between normal highway directional signs and touring route designators, we believe this can be accomplished through the consistent application of appropriate design, symbols and names. Colour differentiation for mapping purposes may still be appropriate.

9.6.4 Signage Policies

Highway signage in Prince Edward Island is generally regulated by the Department of Transportation and Public Works. Tourism PEI administers directional signs that fall within the Highway Information Signage System (HISS) through a policy agreement with the Department of Transportation and Public Works. HISS signs are specifically intended to provide direction to tourism accommodations and attractions, and are acknowledged as off-premise signage, but not regulated, by the Highways Advertisements Act (which does regulate on-premise signage along highways).

Information in the Terms of Reference for the Signage Review Committee (currently in progress) suggests that the volume of signs in some locations is problematic, and that signage guidelines have been stretched and/or ignored in many instances. It would thus appear that a "tightening" of regulations is needed, along with more intense monitoring of adherence.

In addition, municipalities are expressing an increased desire to control signage within their jurisdictions. While this may be appropriate for certain types of signage (i.e. – municipal facilities) we believe that there is a risk that inconsistent approaches at the municipal level could result in a reduction in the impact of touring route signage.

These issues reinforce the need for a clear and distinct signage policy for touring routes. This policy should be separate from, but not in conflict with, any policy which serves to regulate on or off-premise signage for specific establishments or attractions. Additionally, it is important to continue to differentiate between HISS

signage and touring route signage, in that the former should be provided on a user pay basis, while the latter should be funded within the overall funding mechanisms for touring product development.

The Geoplan Study, in conjunction with the recommendations of these Recommended Best Practices for Prince Edward Island's Touring Product and the research being undertaken by the Signage Review Committee should form an appropriate basis for implementation of an effective signage program for the Island's touring product.

9.7 Marketing and Promotion

9.7.1 Introduction

The vehicles available for Marketing and Promotion include the Province's tourism marketing and media programs, the Visitors Guide, the Web Site and brochures. Visitor Information Centres are also considered to be a promotional vehicle, however these will function more as distribution points, with VIC staff providing additional information verbally on request (either at the VIC or by telephone).

9.7.2 Media Buying

The 2001 Media Plan focuses, for media buying purposes, on the 25 – 54 age group in the Maritime, Newfoundland, Ontario and Quebec markets. In 2000, 83% of the visitors from New England were over 40 – thus the concentration of media buying in this region is directed to the age 45 and over high-income target group.

The distribution of media buying, with the exception of New England, does not entirely match the profile of the touring market, which tends to match the higher growth segments of age 40 – 55, and 55 plus. Thus, from the perspective of maximizing message delivery to potential touring visitors, a skewing to the over 40 markets would be appropriate. Any such skewing should only be implemented after an analysis of the potential impact on the lower age segments in each market.

9.7.3 Marketing

There is clear evidence in exit survey data, as well as in more broadly based consumer research, that there is a significant tourism opportunity in the over 40 age group. Overall demographics suggest that this group will continue to grow, will have higher than average incomes and education, and will seek many of the experiences that Prince Edward Island is able to offer.

The exit surveys have consistently reported sightseeing, beaches and craft shopping as the top three activities for visitors. Other activities of significance were lobster suppers, National Parks, general shopping and Anne/Lucy Maud. Of specific note is the fact that soft outdoor adventure has grown from 20% in 1997 to 47% in 2000.

Past marketing programs have not emphasized touring, perhaps due to a lack of clear definition of the product. With the assumption that a well planned and executed touring product is developed, it is recommended that future marketing plans specifically address the relationships between the touring product developed, and the growing market segments that would potentially be interested.

9.7.4 The Visitors Guide

The visitors guide is a well-designed information piece from the perspective of presenting information on the basis of the six tourism regions. The document does not promote touring or touring routes, but rather provides a listing of private sector tour providers under the "Tour the Island" heading in the table of contents. It is important that the primary touring routes be given a higher profile in the Visitors Guide, however this will be difficult as long as the guide is designed around the six visitor regions. While a complete redesign of the Visitors Guide would be a solution, this would be a time consuming and potentially controversial exercise. Our recommendation is to work toward a redesigned guide that returns to a format that presents the east, west and central touring routes as the primary regional designations.

9.7.5 www.peisplay.com

The Web Site is expected to become the primary means of information access for visitors interested in touring. At the present time the information available through the site is primarily from the Visitors Guide, however some mapping is available (with specific establishments identified) and there are links to other sources of municipal or provincial information. The web site does not, at present, facilitate tour planning.

To effectively promote touring routes links to touring information should be clearly indicated on the home page. The information provided for each touring route should then include:

- ☐ Printable maps with key route features indicated (communities, beaches, viewpoints, rest areas, attractions)
- ☐ Information on accommodation and food service alternatives
- ☐ Examples of route signage
- ☐ The time and distances involved in the specific route as well as potential shortcut route distances to major centres
- ☐ Descriptive text and photographs providing an indication of the components of the route and options along the way
- ☐ Information on seasonality, if applicable
- ☐ Information regarding the preservation and enhancement of natural resources on the route

- Links to other routes, and potentially to available sites for key attractions

9.7.6 Brochures

Brochures can be an effective method of providing printed material regarding specific touring routes. The extent to which tours are utilized in other jurisdictions varies greatly, and in some instances, general brochures are being used as touring brochures.

The benefits of a brochure include its manageable size, the ability to include descriptive mapping at an appropriate scale, and ease of distribution. Based on the research, we are of the opinion that brochures should be developed for the primary routes, as well as for secondary (niche product) routes that may be developed in the future. The ideal funding mechanism for brochures is one that does not involve private funding through advertising, as those private sector operators who can afford to pay the most inevitably influence the experience offered by the tour.

9.7.7 Audiotapes, Videotapes and CD's

Only a few jurisdictions still use audiotapes or videotapes to support their touring product, and these are typically for tour itineraries that are specifically designed for the motor coach market. The general opinion is that Internet access has eliminated any requirement for information to be presented in these formats.

9.8 Administration and Funding

9.8.1 Administration

It is recommended that the responsibility for touring product development be within Tourism PEI – the lead agency for tourism within the government of PEI. The mandate of Tourism PEI includes marketing, research, and the development of new tourism products. As the effort required to develop the product initially will be relatively intense, we would also recommend that a specific Product Development Officer be assigned to the task of coordinating the development, documentation and implementation of the Island's touring products. This individual would work closely with field representatives, as well as specific divisions in the Department of Tourism (Policy, Planning and Research and Tourism Marketing) to ensure that the product is not only developed in accordance with provincial guidelines and consumer needs, but is also effectively promoted. Coordination with the Department of Transportation and Public Works is also required to facilitate route signage, and development of any required infrastructure components. The Department of Transportation and Public Works (Environmental Management Division) also ensures that highway projects are completed in accordance with both Federal and Provincial environmental regulations. An organizational chart, depicting the responsibilities and lines of communication relating to touring product development is presented on the following page.

Recommended Administrative Structure Touring Product Development and Promotion



9.8.2 Funding

The two primary funding sources in other jurisdictions were: general taxation (Department of Tourism budget), and advertising fees. Public sector funds were typically used for staffing costs, product development, infrastructure improvements and general administration. Web site development and maintenance was also generally funded through the budget of the tourism department. Mapping, and certain costs related to highway improvements and signage were sometimes partially, or completely funded within the Transportation/Highways budget. Private sector advertising revenues were typically used to

partially fund specific marketing initiatives such as brochures and visitors' guides. The availability of Internet advertising as a source of revenue is being explored in some jurisdictions. As with brochures, any significant movement toward funding web site development and/or upgrades through advertising revenues carries with it a risk that dominant advertisers could skew the marketing message that is being communicated.

Appropriate funding is key to the ultimate success of the touring product. Initially, there will be a significant requirement for infrastructure funding, as well as for funding of initial marketing and promotional efforts. Infrastructure funding could involve highway improvements, creation of rest stops and viewpoints, implementation of appropriate signing and identification and protection of environmentally sensitive natural resources. Marketing and promotional efforts will also be significant, including revisions to the format of the Visitors Guide and Web Site, generation of maps with product locators, and creation and printing of brochures. Funding commitment also needs to be present for the ongoing maintenance and development of the touring product, as the process is expected to be one of continuous improvement as the Islands tourism product inventory expands and changes.

9.9 Route Descriptions and Maps

Examples of route descriptions are provided in Appendix C for reference. Maps indicating the three primary platform scenic routes, as well as two niche product touring routes (Eastern Lighthouses and the Acadian Heritage Tour) are also presented in Appendix C. These are presented only to demonstrate the routes. Actual maps for brochures and the Web Site should be developed to appropriate quality levels from base mapping information.

Actual route names and descriptions would be determined through a consensus process to be coordinated by Tourism PEI. Additionally, map scales would be adjusted to reflect the level of detail required to appropriately direct travellers to the key points along the route.

10 IMPLEMENTATION GUIDELINES

10.1 Introduction

The key elements of an effective implementation program are gaining initial approvals, ensuring that appropriate funding levels are in place, empowering the right people to proceed and setting realistic timeframes.

10.2 Approvals, Funding and Empowerment

Steering Committee approval of some, or all, of the recommendations included in this report is the first step. The Steering Committee would then develop order of magnitude resource (funding, staffing) requirement estimates and submit the recommended development program and resource requirements to Tourism PEI for approval. Pursuant to the recommendations in Section 9, Tourism PEI would bear overall responsibility for implementation of the touring product development program. One of the early components of this responsibility would be to access and coordinate the required funding from both Provincial and Federal sources. At such time as the approvals are in place, the Director of the Tourism Development Division of the Department of Tourism would appoint a Touring Product Development Officer to manage the Touring Product Development process. The target date for receipt of all necessary approvals should be September 30, 2001.

10.3 Setting Realistic Timeframes

The Touring Product Development Officer, in consultation with other departments and industry stakeholders, should establish a reasonable timeframe for development of the initial platform. Reviewing existing routes, determining infrastructure requirements, and coordinating the involvement of the Department of Transportation and Public Works and other Department of Tourism Divisions will require a significant amount of dedicated time and effort. As it is unlikely that route development and material preparation will be completed in advance of the cut-off date for publication of the 2002 Visitors Guide, decisions regarding the format of the guide will need to be made in the absence of specific information on each of the primary scenic routes. It is realistic to suggest that the primary touring route development can be completed by the end of March 2002, and that Web promotion of the routes, supported with brochures and training of VIC staff could be started in time for the 2002 touring season.

Secondary touring routes and niche product tours should not be significantly developed or promoted until the primary scenic routes are in place, and there is a clear understanding of the process. Therefore, it is recommended that the introduction of secondary and niche product touring routes be deferred until 2003. This will allow sufficient time to ensure that the necessary infrastructure improvements and support services are in place on the primary routes to deliver the experiences expected by touring visitors.

Implementation Program for Best Practices																	
Touring Product Development – Prince Edward Island																	
YEAR/MONTH	2001					2002					2003						
ACTIVITY	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Steering Committee approves final study recommendations	●																
Funding and Human Resource requirements identified	●																
Funding and H/R Requirements submitted for approval	●																
Appoint touring Product Development Officer	⊗																
Finalize Product Development Guidelines					▲												
Establish Primary Route Development Timeframe					▲												
Update Product Inventory Database					▲												
Identify Primary Routes						▲											
Approval received on Primary Route Names							▲	⊗									
Identify Primary Route Signage and Infrastructure Requirements							▲	■									
Identify Natural Resource Protection Requirements and Enhancement Opportunities							▲	■									
Plan and Complete Infrastructure Improvements – Primary Routes								■									
Plan and Complete Natural Resource Items–Primary Routes								■									

Touring Product Development – Prince Edward Island – Continued

YEAR/MONTH	2001 A S O N D J F M A M J J A S O N D	2002 J F M A M J J A S O N D	2003 J F M A M J J A S O N D
Design and Prepare Brochures for Primary Routes		▲ ▲ ◆	
Modify Web Site to include Primary Route Info and Mapping		◆ ◆ ◆ ■	
Establish Visitor Information Centre Support Guidelines		▲ ▲	
Begin Re-design of Visitors Guide		◆	
Design Secondary and Niche Product Touring Routes		▲ ▲ ▲ ▲	
Review Primary Route Experience		▲ ▲ ▲	
Modify Primary Route Design and Promotion as Required		▲ ▲ ◆ ◆	
Finalize Secondary Routes and Obtain Approvals		▲ ▲ ▲ ⊗	
Complete all Touring Product Promotional Materials			▲ ▲
Continue touring product review and development process			All - ongoing review and development process

Responsibility Codes:

- ⊙ = Steering Committee
- ⊗ = Director of Tourism Development
- ◆ = Director of Tourism Marketing
- ▲ = Product Development Officer
- = Department of Transportation & Public Works

Responsibility Codes:

● = Steering Committee ⊙ = Director of Tourism Development ◆ = Director of Tourism Marketing ▲ = Product Development Officer
 ■ = Department of Transportation & Public Works

All – ongoing review and development process

Appendix A



Travel Touring Products - PEI Qualitative Report

Top-Line Report

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May 2001

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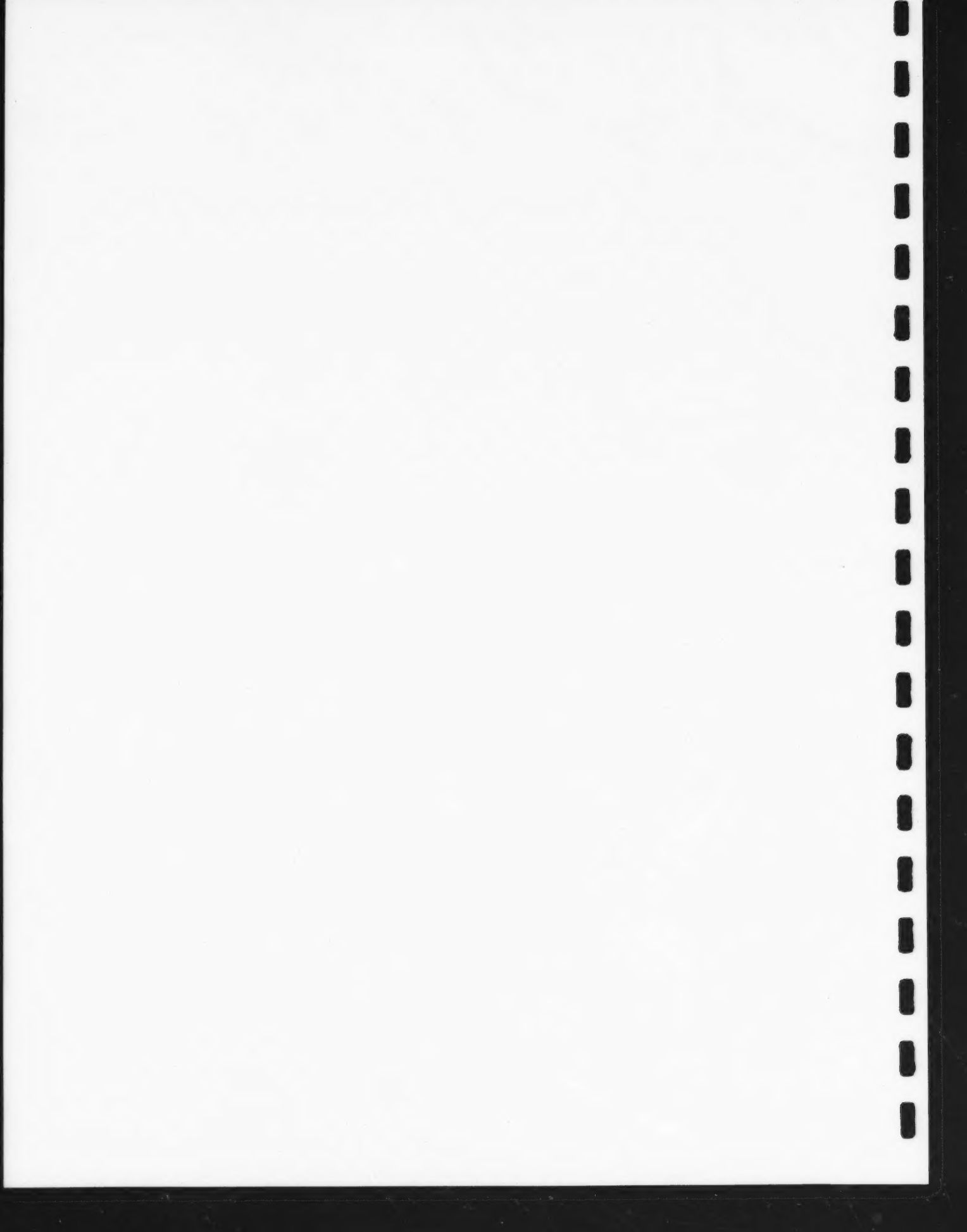


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Introduction

Pannell Kerr Forster Consulting Inc. (PKF) commissioned Corporate Research Associates Inc. (CRA) to conduct a qualitative research study concerning "Travel Touring" products, specifically related to Prince Edward Island.

At the present time, PEI currently highlights three scenic routes that take visitors into all corners of the province. They are "Lady Slipper Scenic Drive" which covers the western portion of the Island, the "Blue Heron Scenic Drive" which is primarily the central region of the Island and finally, the "Kings Byway" which is through and around the Eastern Shore of PEI. As well as the three scenic routes, there are six different regions that are noted on the provincial map. In the area of "Lady Slipper Drive" there is a region of the province that is called "Sunsets and Seascapes" as well as an area that is called "Ship to Shore". These areas are highlighted in both the map as well as in the Visitor Guide. Touring concepts tested in these focus groups were in the western region of the province and as such the "Lady Slipper Drive" scenic route product description as well as the "Sunsets and Seascapes" regional product descriptions were used as two of the test products. A third touring product was developed for testing but essentially remained focused on this particular area of the Island.

It should be noted that this region of the Island was selected as being illustrative of the other regions and is not intended to serve as a specific evaluation of the product descriptions for this specific region.

Research Objectives

This qualitative research study was conducted with travel consumers between 20 and 65 years of age who had taken at least one out of province pleasure vacation in the past June to October period (summer/fall) that extended five nights or longer that involved at least some driving. Group participants were recruited to be likely to undertake activities that generally involved some sightseeing or touring in the areas they visited and were determined to not be unlikely to visit PEI in the summer or fall time period.

More specifically, the research sought to:

- Identify the factors that were important to travelers as they planned vacations that involved some driving or touring;
- Obtain some measure of understanding as to what an "ideal" touring vacation would involve, specifically in terms of activities, accommodations, information needs, signage and other factors that would contribute to a successful journey;
- Evaluate three tour product descriptions and determine the likes and dislikes of each as well as initial reactions to each as a touring product; and, finally
- Identify the touring product that has the greatest appeal of the three tested and some understanding of the rationale for their preference.



Research Methodology

To accomplish the stated research objectives, CRA conducted two focus group discussions with a total of fifteen participants in Toronto, Ontario. All participants were recruited as being the person in the household who is responsible, either solely or equally, for selecting vacation destinations. Those employed in sensitive occupations (Market research, Marketing, Public relations, Media or the Tourism Industry) were excluded from participation in this study. Both groups consisted of people who had taken a vacation of five nights or more in the past two years during the period of June to October. As well they were determined to be "not opposed" to visiting PEI. The first group primarily consisted of people who were between 20 and 39 years of age and generally traveled in a mix of party compositions - some single, some adults only, some families and some groups of adult friends. The second group of people were somewhat older (between 40 and 65 years of age) and generally travel without children under 18 years of age.

A copy of the recruitment screener is provided in Appendix A of this report and a copy of the moderator's guide that was employed in the conduct of these groups is included as well in Appendix B.

Context of Qualitative Research

Focus group discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits and attitudes are considered relevant to the topic of discussion. The primary benefits of focus group discussions are that they allow for in-depth probing with qualifying participants on behaviour, habits, usage patterns, perceptions and attitudes related to the subject matter. The group discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. Focus groups allow for a more complete understanding of the segment in that the thoughts or feelings are expressed in the participants' "own language" and at their "own levels of passion". The moderator's guide used in the conduct of these focus groups is presented in Appendix B at the conclusion of this report.

The focus group technique is used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures. Although numbers are sometimes presented as illustrative of the opinions of the participants in this study, these are offered for insight and should not be considered statistically reliable. Due to the inherent biases in the technique, the data cannot be projected to any universe of individuals. Consequently, participants recruited for focus group discussions must be considered a sample of convenience and are not intended to be representative of any targeted segments.



Executive Summary

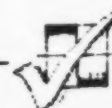
Corporate Research Associates Inc. (CRA) is pleased to present a summary of the findings as a result of the two focus group sessions conducted in Toronto with participants who are known to travel on vacation, either as a drive/fly combination or drive only. All participants were also screened to eliminate anyone unlikely to visit Prince Edward Island during the period June to October.

Those considering a touring vacation destination are most likely to consider factors that are related to "what to do, where to stay or eat, what to see, and how much it will cost". These broad categories of information generally provide a "catch all" for the types of information required as well as the factors that are considered in planning a touring vacation. The "weather" was another factor that seems to be particularly important in selecting a destination for a vacation that will involve driving and sightseeing. The ideal touring vacation would be described as one where the "weather was great, the people were friendly, the scenery was great, there was lots to do, the food was good, the accommodations were comfortable and the cost was affordable".

When seeking information for touring vacations, many turn to the Internet, as well as Visitors Guides for the area/region being considered. Word of mouth from friends/family who have traveled to the region previously is also another source of travel information for those planning a touring vacation. Visitors Guides are often obtained as a means of assessing the choice of vacation destination and as importantly, once the choice has been made, they ease in the planning of the vacation time being spent at the destination location. Toll free information lines are generally seen as the means of obtaining such information.

The newly developed touring product test concept was the preference of the vast majority of group participants as the concept (of the three tested) that they found to be most appealing. The existing Lady Slipper Drive scenic route was consistently the least appealing of the three concepts. The preference for the new touring product concept was primarily related to the presentation or structure of the information (grouped by subject area, bold headings) as well as the level of detail offered to the reader. There was "something for everyone" in this concept and it "enticed and motivated" you to consider this touring product. In contrast, the existing Lady Slipper Drive Scenic Route lacked information and was short on detail - considered clinical and scientific by some in style. The other existing product description "Sunsets and Seascapes" was rated in terms of preference just behind the new touring product concept and seemed to be offering much of the same information to readers but perhaps lacked some of the visual organization that was offered in the new concept.

The ideal touring vacation would generally be in the range of 5 to 7 days, depending greatly on the destination. When asked to assess the amount of time that would be spent on the "preferred concept" most indicated something in this range although many saw the potential to complete this touring product in a 3 to 5 day period as well. Much depended on the amount of time that you have for vacation and the extent to which you intend to explore the area.



Key Findings

Corporate Research Associates Inc. conducted this qualitative research study on behalf of Pannell Kerr Forster Consulting Inc. and is pleased to present a top-line summary of the key findings.

At the outset of the groups, participants were informed that the subject of the group discussion was travel and specifically related to touring vacations. A touring vacation was referred to as a vacation that involves at least some driving. Each participant was then asked to introduce themselves and indicate who they usually travel with, the number of vacations taken in the past year outside Ontario and the location of their most recent vacation destination.

It is worth noting that the group participants appeared to be generally a well-traveled group and in particular were likely to have most recently traveled out of the country. Many reported having visited Mexico, Cuba, Florida and other winter "sunshine" destinations. A few participants also mentioned overseas travel destinations with recent trips to Italy, Ireland and other European destinations. Most indicated they generally take about two vacations a year, one in the winter and typically one in the summer. There was certainly some mention of travel as well within Ontario by most participants, however when considering other destination points in Canada, they were generally less frequently mentioned, particularly for the East Coast.

Planning a Touring Vacation/Expectations

To begin the group discussion, participants were asked to work in pairs (or triads) and think about planning a vacation that involves some driving or touring. They were asked to make a "checklist" of all the items that might be important in choosing a destination that would involve some touring while on vacation.

Those considering a touring vacation destination are most likely to consider factors that are related to "what to do, where to stay or eat, what to see, and how much it will cost".

When asked to plan a vacation that would involve some driving or touring, the groups of participants generally developed checklists that were centered on four main themes - what to do; where to stay; what to see; and, how much? The only other recurring factor that emerged was the "weather" and while this is not a factor that can be "changed" by marketing efforts, it is important to address the "weather" with potential visitors - informing them as to what they can expect in terms of seasonal highs and lows and general weather trends in the region.

In terms of "what to do" - the group participants indicated that in planning a destination that involves some touring they are interested in destinations that offer them "something to do" along the way. This may be visiting historical sites, museums, art galleries or unique structures of some note or interest in the area. As well, cultural events or festivals that may be underway in the region would certainly be of some interest to many potential touring visitors.



The attractions and fun parks that may prove to be entertaining to those with children as well as to both young and older adults were also mentioned as being important to those considering a touring vacation. Of particular interest in terms of "what to do" were those features that would allow the touring visitor to personally participate in some element of the attraction – a "hands on" experience that would be unique to the experience of visiting the area/region selected.

Hiking, biking and trails that allow the touring visitor to get "close to" the land or sea were also of some interest to those considering a "touring vacation". While there were many who would look for "pre-arranged" tours, there were equally as many who would prefer a more "spur of the moment" opportunity to take place. While many acknowledge they prefer to plan the "broad strokes" of their vacation (where to go, where to stay, how long, etc.) in advance, many indicated they prefer to not have too rigid a schedule in terms of how their time is spent while on vacation.

Beaches and water sports were frequently mentioned as well as being of interest when planning a touring vacation. This certainly would support the notion that for most, a touring vacation is considered a "warm weather" activity and is most likely to be undertaken in the summer or early fall season.

"Where to stay" was another important factor that was considered by virtually all those who planned a touring vacation in this group exercise. The type of accommodations that were available in the area as well as the price ranges and amenities offered were generally a key part of the planning for a touring vacation. Good accommodations were described as being clean, safe and well maintained and did not have to be lavish or exclusive to be considered "good" in the opinions of most group participants. The location of the accommodations along the route was also thought to be helpful in planning a touring vacation. As well, the location of the accommodations relative to "what there is to do" in the vicinity was also thought to be important as a planning tool.

Also of much interest to those involved in the planning of a touring vacation concerned "where to eat". Information regarding the various restaurants and food establishments in the touring area were of interest, particularly those restaurants that offered "local cuisine" or "specialties" of the region being visited. When touring, visitors are interested in experiencing the tastes that are unique to the region.

Another "themed" category that emerged was "what to see" while touring the area. In this regard, potential touring vacation planners were interested in the scenery they could expect to see in the area. Thoughts relative to this category tended to be generally visual in nature and included the scenery, gardens and landscape elements to name just a few. The "seashore" was considered a "must see" for many when planning a touring vacation. They are interested in vacation destinations that offer the "passer by" a "visual" treat to enjoy as they tour the region. While there were many varied tastes in what they would like to see when traveling on vacation, new sights that are different and unlike that which they have experienced elsewhere seem to capture the essence of what is desired in this regard.

There are few people who plan a vacation, touring or otherwise, who don't consider the cost of the vacation as part of the planning process. Information concerning the range of prices for accommodations, food, and travel (car rental, gasoline, etc.) and activities during the vacation are all considered important pieces of information that assists the vacation planner.



Ideal Touring Vacation

Having spent some time considering the factors that might be important in planning a vacation that involves some touring, the same groups of participants were asked to describe their "ideal" touring vacation.

The ideal touring vacation would be described as one where the "weather was great, the people were friendly, the scenery was great, there was lots to do, the food was good, the accommodations were comfortable and the cost was affordable".

For the most part, the "ideal" touring vacation was described as being a positive experience with many of the key factors considered in planning assessed as having been found to be "good" or "great".

Good weather was an integral part of an "ideal" touring vacation for almost all group participants. While there is little one can do to affect the "weather" experienced on vacation, it is perhaps important to understand that for a "touring vacation" weather is at least one way in which the success of the travel will be assessed after the fact. Assisting travelers in planning their vacation during time periods that are historically known to be "fair" in weather can be of some help. Acknowledging the realities of weather in a region is also important in setting visitor expectations. To this end, providing information concerning average rainfall, average temperature and other weather related details may be helpful to the touring vacationer.

Friendly people, was another descriptive that was frequently mentioned among those who were recounting their impressions of what would be an "ideal" touring vacation. The opportunity to meet and talk to the people living and working in the region being visited was mentioned and those areas which can boast of friendly and hospitable people are considered "tourist friendly" and can improve the vacation experience for travelers.

Great scenery, beaches, near the seashore were also considered to be features of an "ideal" touring vacation. The opportunity to see something different, landscape that may be unique to a region, and water, particularly ocean or seashore areas all seem to fall into the category of "ideal" for most touring vacationer's. Particularly when driving on vacation, the opportunity to enjoy scenery that is "great" is considered to be contributing to the "ideal" vision of a touring vacation. The "view" from the car should be interesting and inviting to touring vacationers in the ideal.

Ideally people are looking for "lots to do" while on vacation that is of particular interest to them. That may include such things as visiting and learning about cultural or historic sites, museums, art galleries, local or regional festivals particularly if there is a cultural theme (i.e. Acadian, Mi'Kmaq, Indians, etc.) or gardens. The availability of hiking, golfing and other active sports are of interest to and would be a part of an ideal vacation for many group participants. Attractions such as "theme parks" or amusement parks in the area are integral in the "ideal" vacation for those traveling with children (and even some who are not).

Good food and good accommodations were factors describing an "ideal" touring vacation.



Variety in terms of type of restaurants as well as types of accommodations were important in catering to the varied needs of touring vacationers. There were only a few who suggested they would be likely to consider camping or campgrounds as their main destination point for an ideal touring vacation. Most talked about having a variety of accommodations to suit their personal needs and their budgets. Many would likely look for pools, beaches and other recreational amenities in their selected accommodations. Location was of course most important – relative to their touring route as well as the activities and attractions they might partake while in the area. Most indicated they typically have a “base” accommodation they travel from on a daily basis when vacationing. There were only a few who felt they would be likely to move from one accommodation to another every day or so.

Good food and nice restaurants was another aspect of an “ideal” vacation that was fairly universal among all group participants. A variety of restaurants that offered opportunities to try local foods and unique dining experiences were important to most.

The “ideal” vacation was last but not least considered to be “affordable” by most participants. While the definition of “affordable” is undoubtedly varied depending on the person, for the most part it would seem that touring vacationer’s look for reasonable prices and “value” for the money.

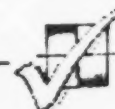
Information for touring vacations is generally obtained from the Internet, Visitors Guides for the area/region being considered as well as word of mouth from friends/family who have traveled to the region previously.

While the choice of a vacation destination is based on a wide variety of factors, the information that is sought when a destination has been selected or “short-listed” is often obtained through the Internet. The vast majority of group participants had Internet access at home or work and indicated that this was often a source of information when planning travel and vacations. Toll free numbers were used as well and typically were thought to be a means of having material on the region delivered (via mail) to the prospective vacationer. Visitors Guides, maps and other information on the region were generally the types of material that people calling such information numbers are expecting to receive. Such information is clearly a helpful planning tool, both prior to as well as once a destination has been selected.

Vacation planning depends on the extent of travel involved in the trip – the further the destination and the greater the cost, the more likely the trip will be planned months in advance.

The lead time involved in planning a vacation seems to be directly related to the destination and the cost of the trip. The further away the destination is, the longer the amount of time involved in planning the trip. For most summer vacations, the destination seemed to be more likely of a closer proximity so many planned vacations of this nature in the late winter or early spring period. Vacation travel to other areas of Canada were likely to be planned a month or two in advance but perhaps involved less planning than did some of the travel outside the country.

While planning vacations was the norm, there were a few participants who reported traveling on the spur of the moment as a result of “seat sales” or promotions that offered “low cost” travel.



The ideal touring vacation would generally be in the range of 5 to 7 days, depending greatly on the destination.

When asked to indicate how long the "ideal" touring vacation would be, the range varied from one to two days to two or more weeks. The length of time that was considered ideal was very strongly linked to the region being explored. Most however generally settled on a shorter time period when asked to consider traveling in another part of Canada. In this case, something in the range of a week seemed to be an ideal touring vacation to most. Some felt a shorter time period was more suited to their needs whereas others would clearly desire more time.

Not surprisingly, signage is important to those who are traveling on a touring vacation and they expect to see main attractions featured, food and accommodations, tourist centers, and clearly marked exits and directional signage. A combination of words and symbols was considered ideal.

People traveling on the highways, whether they are primary or secondary highways, expect to see signage that is clear, easy to read and easy to understand. In particular, signage that indicates well in advance of exits on the highways are important. Touring visitors look for signs indicating where they can attend to their needs – food, rest and other such things. Visitor Information Centres are always of interest to tourists in a new area and they are popular stops for the touring public as they are generally known to provide clean washrooms, travel information, as well as information in terms of attractions and things to see and do in the area.

When asked to indicate a preference for road signs that use words versus symbols, it was generally preferred that some combination of the two would be most useful. In this case, language issues, if any could be addressed through the use of "universally" recognized symbols and words may be helpful as well to those who may not be familiar with the symbols.

Touring Product Concepts

Until this point in the group discussion, the topic has been generic and a specific destination has not been considered. At this point, group participants are informed that they are going to be asked to provide their input to three different touring products and each of the products is based in PEI. A map of the Island was posted on the wall and there was an indication that the time required to travel from East to West (quickest route possible) was about four hours or so. This information was provided to allow each participant to have some context as to the geographic size of the region that was being described in each of the touring products.

There were three touring product concepts that were evaluated in this study. Two consisted of existing material that was extracted from the current PEI Visitors Guide and is also accessible on the PEI Tourism web site. The third concept was one that was developed by the Client (PKF) and included as a test concept. All touring products were essentially focused on the Western Shore of PEI.



Each concept was read aloud and accompanied by a series of graphical illustrations to offer some visual interpretation of the textual description being presented. Each of the three concepts was submitted to the PEI Tourism Marketing group and a series of pictures were provided for each concept. Due to the varied nature of the textual descriptions, the number of visual presentations for each concept varied, as did the length of each description.

Participants were asked to evaluate each of the three concepts independently prior to group discussion. The order of the concepts was rotated in the groups to minimize order bias. While each description was being read aloud, participants were asked to highlight those elements of the description which they found particularly appealing, cross out anything unappealing and circle anything that was confusing or they did not understand. As well, similar information was obtained in the evaluation sheets completed as well for each touring product concept.

"Test" Touring Product

The newly developed touring product was tested first in group one and third in group two. The general reaction to this touring product was very positive. It was considered "well structured" and offered "lots of details" as to what the region offered prospective vacationers. The concept is thought to explain "how the people live" on the Island and created much "visual appeal" both based on the actual pictures as well as, and perhaps more importantly, the "mental pictures" created in the minds of the participants. This concept appeared to touch on the various interests of the group and offered a "little something for everyone" who might consider PEI as a vacation destination. This touring product was for one participant a "mini tour - just enough to whet my appetite for more". As well, this touring product description was thought to cover many "aspects" of the ideal vacation.

The "test concept" was liked for its structured approach to delivering information in "chunks" that were relevant to a particular area. "If you weren't interested in history, you could skip right over this" was a comment from one participant. It offers those considering a touring vacation on the Island many options to consider and information to help plan the time you would spend there. It was seen as appealing to "all of the senses". The presentation and discussion of the aspects of Island life that can be experienced in this region is seen as diverse and of interest, offering a glimpse into other cultures and history. The diversity of the land and sea was another aspect of this product description that was seen as offering a sense of adventure to those willing to explore the region but also offered a sense of relaxation - an important element to those planning a vacation. This concept was also considered to be practical in their discussion of accommodation and also in creating awareness of a festivals and events brochure that can be obtained for those interested.

There were only a few questions that arose from this product description and they were generally related to terminology. Ceilidhs and "tongs" were unfamiliar terms to some participants and they wondered what they were. Other questions pertained to "where can we stay", "can we eat the fish", "what does this cost", "are there lots of storms", and is everyone "friendly"?

This touring product was thought to be a 3-5 day trip, on average, and was considered by many to be of some interest as a future vacation plan when traveling to the region.



Existing Scenic Route (Lady Slipper Drive)

The existing scenic route description that is in the Visitors Guide as well as on the web site was included in this concept testing as another example of a touring product for this same region. This concept was presented second in both groups.

The general reaction to this touring product concept would be best described as one of "limited enthusiasm". There were certainly some positive reactions and they were generally relating to the beautiful countryside and scenery and the sheer beauty of the area. While there was some appeal to taking the "road less traveled" for some this created a sense of isolation and some concern the roads may be rundown or unsafe for travel. The concept is thought to be a bit clinical in nature and lacking in information as to what PEI is like and what you can do when there.

There were certainly some elements of the touring product description that were appealing to prospective touring vacationers and they were generally related to the references to what you can see (bottle house, light houses) as you travel through the villages and fishing ports. The scenery was appealing and created an atmosphere of peace and relaxation. Some liked the length of this product description and felt it was "short and to the point". There were a few participants who indicated they did not "like anything" about this concept.

The questions that were raised by this concept related to "where to stay" - there were some participants who indicated there was no mention at all of any accommodations (unless you want to stay in the lighthouse). Wondering if there are "boat tours" available was another question that was raised by one participant. There was one participant as well who felt the concept "had no direction or emphasis". The use of the term "wends" was another unfamiliar phrase to some participants.

Existing "Sunsets and Seascapes" Product Description

The third concept included in this focus group research was another existing product description from the Visitors Guide. This product description was focused on the "Sunsets and Seascapes" region, a part of the Western shore of PEI. The product concepts were referred to only by letter in the groups and they were not identified as existing or new products.

The general reaction to this touring product description was generally positive but created some negative perceptions in terms of the emphasis on the "potato". As well, for at least one participant, a reference to "seaweed pie" in the product description elicited a strong "yuck"! More generally however this touring product description was seen to be enticing and created the impression that PEI is "a lovely and picturesque region which should be promoted more to Canadians so we can become more familiar with Eastern Canada's image". While the reference to the "potato" was interesting and intriguing to some, to others it was thought more appropriate as an "afterthought - everyone knows PEI potatoes are like bread and butter". The thought of a "potato museum" was thought by some to sound "boring".

The concept is considered informative and "very captivating", emphasizing community.



The "Sunsets and Seascapes" concept had many likeable and appealing elements. It offered people a glimpse of the scenery, the people and how they live and work. It was considered "homey, friendly and appealing as a future destination". The variety of things to do such as "visiting historical sites, sandy beaches and watching lobster boats unload" addressed many of the things that people indicated were important in their assessment of a touring vacation - lots of things to do. The description of the West Point Lighthouse Inn was an appealing feature as were the mention of the Irish Moss gathering, the dinner theatre, the convent you can sleep in, and the fun parks. It was liked for being "very informative, with an attention to detail".

There were a few questions raised as a result of this product description and they were often related to the amount of time you should plan for this touring product and what cost there would be to partake in such an excursion. There was a question as to why this concept was focused "so much on locals and not as much on the more popular aspects"? What are tongs? Are there a lot of storms was a question that was raised as a result of the reference to gathering Irish Moss after a "storm"?

Touring Product Preference

The newly developed test concept was the preference of the vast majority of group participants as the touring product (of the three tested) that they found to be most appealing. The existing Lady Slipper Drive concept was consistently the least appealing of the three touring products.

With only two exceptions, the newly developed touring product concept was that which was found to be most appealing by virtually all group participants. The primary reasons for this higher level of appeal for this product concept generally centered on the level of detail that was offered in the description as well as the structured format of the text. There were many who specifically mentioned the fact that the information was "more organized, with bolded headings and grouped topics" and this contributed to the overall appeal of the concept description. This concept was seen as offering more motivation to the prospective vacationer to travel to the destination - it offered more things to do, to see and to experience while there. As well, the concept offered constructive information relative to accommodation bookings as well as referencing another information source (Festivals and Events Brochure) that may be of some interest.

Another aspect of this concept that was appealing was the fact that it offered some diversity - land and sea attractions, rugged and gentler terrain, Acadian, Celtic and Mi'Kmaq cultures.

The two participants who did not select this product description as "most appealing" both selected the existing "Sunsets and Seascapes" product description, primarily for reasons related to specific mentioned in each of appealing activities that were of particular interest.

With again, only two exceptions, the existing Lady Slipper Scenic Route description was seen to be least appealing of the three to virtually all group participants. The reasons given for this lower level of appeal were often related to the "lack of detail and information" offered to those considering this touring product. It was referred to as being "too scientific" and "too clinical" by a few participants and this certainly minimized the appeal of the product as it elicited few descriptive images.



This concept offered no suggestions or ideas as to where one would stay while touring in the region and was considered to be "too basic". The one interesting element of this product description was the "Bottle House" and this created interest for many people as to what this might be and where it is located, but lacked information to guide you further to find this out.



**Appendix A:
Recruitment Screener**





Final PEI Travel Screener

Name: _____

Tel. (H): _____

Tel. (W): _____

Toronto
May 24 2001
Research House Inc.
1867 Yonge Street
2nd Floor

Group 1: 5:30pm

Group 2: 7:30pm

Hello, my name is ____ and I am with Corporate Research Associates, a public opinion and market research firm. We are conducting a brief study with people 20 years and older on leisure travel. I would like to speak with the person in the household who is responsible or equally responsible for selecting your household's vacation destination. May I ask you a few questions? Thank you.

Are you or anyone in your household employed or previously employed in any of the following industries?

marketing/public relations.....1
market research.....2 *if yes to any, thank & terminate*
media (TV, radio, newspaper)....3
tourism industry.....4
i.e. travel agent, airlines, tour operator, etc.

Record Gender:

Male.....1 mix group 1 & 2
Female.....2 mix group 1 & 2

In which of the following age ranges do you fall? Are you?

under 20 yrs.....1 *thank and terminate*
20-29.....2 group 1
30-39.....3 group 1
40-49.....4 group 2
50-59.....5 group 2
60-65.....6 group 2
66 yrs or older.....7 *thank and terminate*

Which of the following best describes your current employment status? Are you?

employed full time/part time....1 mix group 1 & 2
temporarily unemployed.....2 *thank & terminate*
retired.....3 mix group 2
homemaker.....4 mix group 1 & 2
student.....5 *thank & terminate*

Which of the following best describes your total household income before taxes in 2000? Was it?

less than \$35,000.....1 *thank and terminate*
\$35,000 - \$60,000.....2 mix group 1 & 2
Over \$60,000.....3 mix group 1 & 2

To Begin:

1. During the past 2 years, have you taken an out-of-province pleasure vacation between June 1st and October 31st where you were away from home for more than five nights?

Yes.....1
No.....2 *terminate*

2. And what was the composition of your travel party on this pleasure vacation?
- Single traveler.....1 group 1 & 2
 Adult couple(s).....2 group 1 & 2
 Family(s) with children < 18 yrs of age.....3 group 1
 Group of friends/adults.....4 group 1 & 2
3. And what was your primary means of transportation on this vacation?
- Private motor vehicle.....1 mix group 1 & 2
 Recreational vehicle.....2 mix group 1 & 2
 Fly/drive.....3 mix group 1 & 2
 Bus/Motorcoach.....4 *thank & terminate*
 Ship/Ferry.....5 *thank & terminate*
 Train.....6 *thank & terminate*
4. Which of the following activities if any, do you tend to participate in on your destination? *READ.*
- wandering around small towns/villages.....1
 touring coastal or lakeshore scenic drives.....2 *must include at least*
 wine tour.....3 *two mentions from the*
 sightseeing excursions in coastal areas.....4 *first six activities listed.*
 sightseeing excursions in rural areas.....5
 sightseeing excursions in urban centres or in cities.....6
 attending community based festivals/cultural events.....7
 outdoor activities including hiking, golfing, fishing, etc.....8
 attending live theatre.....9
 visiting with friends and relatives.....10
 shopping for crafts & souvenirs.....11
 beach visits & activities including swimming, boating, etc.....12
5. Which of the following Canadian vacation destinations are you unlikely to visit between June 1st and October 31st? *READ*
- Newfoundland & Labrador.....1
 Nova Scotia.....2
 New Brunswick.....3
 Prince Edward Island.....4 *thank & terminate*
 Quebec.....5
 Manitoba.....6
 Saskatchewan.....7
 Alberta.....8
 British Columbia.....9
 Yukon/NWT/Inq.....10
6. Have you ever participated in a prearranged focus or discussion group for which you received a sum of money?
- yes.....1 continue
 no.....2 go to invitation
- When was the last group you attended?..... last 6 months, *thank & terminate*
 What was (were) the topic(s) discussed?..... topic travel, *thank & terminate*
 How many groups have you ever attended?..... more than 2 groups in last 24 months, *thank & terminate*

Recruiting Summary:

Group 1:

have taken a vacation (5+ nights) in the past 2 years;
 not opposed to visiting PEI;
 between 20 & 39 years of age;
 gender mix;
 employed or homemaker;
 \$35,000 + HHI;
 mix travel party compositions;
 travel by PMV/RV/fly & drive;
 2 touring product mentions;
 no groups last 6 months;
 last group not travel;
 no more than 2 groups last 24 months.

Group 2:

have taken a vacation (5+ nights) in the past 2 years;
 not opposed to visiting PEI;
 between 40 & 65 years of age;
 gender mix;
 employed, homemaker or retired;
 \$35,000 + HHI;
 no family travel parties;
 travel by PMV/RV/fly & drive;
 2 touring product mentions;
 no groups last 6 months;
 last group not travel;
 no more than 2 groups last 24 months.

Invitation

As part of our study we are conducting focus groups on May 2001 at _____. As you may know, a focus group is a research tool which uses an informal discussion to gather information on a particular subject matter, in this case leisure travel. The discussion will be approximately 2 hours, refreshments will be served and you will receive \$50 as a thank you for your time. Would you be interested in participating?

As participants in focus groups are asked to express their thoughts and opinions freely in an informal setting with others, we would like to know how comfortable you are with such an exercise? Would you say you are?

very comfortable.....1	continue
fairly comfortable.....2	continue
comfortable.....3	continue
not very comfortable.....4	thank and terminate
not at all comfortable.....5	thank and terminate

Sometimes respondents are asked to read something, watch a video or write something down. Would you be able to fully participate in these activities?

yes.....1	
no.....2	thank and terminate

As the success of the groups is dependant on everyone showing, we ask that you call _____ at _____ in the event you are unable to attend. This will give someone else the opportunity to participate. Please do not send anyone in your place unless we have spoken to them directly, as they would not be permitted to participate.

As part of our quality control measures, we ask everyone who is participating in the focus group to bring along a piece of I.D., picture if possible. You may be asked to show your I.D. by the hostess at the facility.

Attention Recruiters

1. Recruit 10 for 6-8 to show
2. Accept only those who have made a firm commitment to come
3. Repeat the date, time and address
4. Please ensure you have the proper spelling of names
5. Remind them to come a few minutes early.
6. When confirming please verify key criteria.
7. Telephone call back 24 hours prior to group to confirm attendance.



**Appendix B:
Moderator's Guide**



2001 Travel Touring Final Moderator's Guide

Introduction & Warm-up:

10 minutes

- Introduce self and function of a moderator – to get your opinions; role of focus group discussions (all opinions are important; look for a variety of opinions; important to understand how you agree as well as disagree).
- Explain process of focus groups: round table discussion, not a question and answer period;
- Explain room set-up; taping; mirrored glass; people working with me who are sitting behind the mirror.
- Today we are going to talk about travel, specifically as it relates to touring vacations. When I refer to touring vacations, what I mean are vacations that involve some driving. (Explain that they might fly to their destination and then rent a car or they might drive directly from their homes to the destination)
- Participant introduction, ask them to introduce themselves including; name, who lives in your house, who they usually travel with, the number of vacations you have taken in the past year outside Ontario, and where their last vacation destination was.

Planning a Touring Vacation/Expectations:

45 minutes

I would like to begin by asking you to think about planning a vacation that involves some driving or touring. For the purpose of this discussion, I am going to break you into pairs and ask that you complete this exercise as a team.

Break into pairs, give each pair paper and markers.

I would like you to think about how you go about choosing a vacation destination that would involve some touring while you are there. Please work with your partner to make a **checklist** of all the items that might be important in planning such a vacation and the touring you do while on vacation. Any questions? I'll give you three minutes.

Have a look at your checklist and identify what items are most important, or have the **greatest influence** on your decision. Please mark the **top three**. If you have a different opinion from your team members that's ok – please indicate where those differences might be. I'll give you another two minutes.

Now, I would like you to draw a line under your checklist, and describe for me (you can put it in a list) what the ideal touring vacation would include. I'll give you five more minutes.

Ask each pair / team to present their checklist.

PROBES - CHECKLIST:

- How do you choose a vacation destination?
- When planning a vacation, where do you go to look for information on touring?
- *(If not mentioned:)* What role, if any, does the Internet play in planning such trips? What type of information do you expect to find on Internet sites? *(If not mentioned: Probe for photographs, maps, directions, etc)?*
- *(If 1-800 is mentioned)* What type of information do you expect to get when you call a 1-800 number?
- *(If not mentioned)* Do you get a visitors' guide? IF YES: How did you get it?
- What locations do you typically consider? Why?
- How far in advance do you generally plan such a vacation?

PROBES - IDEAL TOURING VACATION

- What would your ideal touring vacation include?
- What types of activities would you look for? What are you interested in seeing / doing?
- *(If not mentioned)* Do you prefer active or educational activities?
- What do you expect to find at the visitor information centers?
- Once you arrive, do you prefer to travel and stay at different places each night or establish a base and travel during the day and return to your base each night?
- Do you prefer taking the scenic route or would you rather get from place to place the quickest route possible?
- How long would the ideal touring experience be?

If signage is not mentioned:

- What about signage? Is it important? Why/ Why not?
- What type of signage is helpful? (Probe for: words, pictures or both)
- Which do you prefer to see?
- What kinds of signage do you expect to see?
- How often do you expect to see it?
- Do you expect to see specific product signage? (If yes: What kind of specific product signage do you expect to see?)

Touring Product Testing:	45 minutes
---------------------------------	-------------------

Now, I would like to get your input on a few different touring products. Each of these touring products is based in PEI. Please keep in mind that these are works in progress. We will review each of these touring products one at a time as a group. Please hold your comments until we have reviewed each touring product as a group.

*Post large map of PEI with the route of the tour highlighted
Rotate order in which tours are presented*

As I read out loud the description of each of the touring products, I would like you to do the following – using the highlighter provided I would like you to highlight those things which you find particularly appealing, cross out with the pencil anything you don't like or don't find appealing and finally, circle anything that you think is confusing or you don't understand.

I have some pictures as well that will help you to visualize how this might look in a travel brochure or on an Internet web site. In your written description, I have inserted a letter with a circle wherever I have a picture – do the same thing here – if you find the picture appealing highlight the letter, if you don't cross it out - put an X through it.

Pass out copies of each touring product, one at a time and read aloud the touring product description

Before we discuss this touring product as a group, I would like for you to jot down three things on your individual exercise sheet. First jot down your initial reaction to this proposed touring product, next jot down what, if anything you like about this touring product and thirdly, note what, if any questions you have as a result of reading this. Any questions? I'll give you five minutes to complete the exercise.

Give participants five minutes to complete the exercise

Discussion:

- What is your initial reaction to this proposed touring product?
- What, if anything, do you like about it? Why do you feel that way?
- What, if anything, is missing? What needs to be added?
- What additional activities or sites would be of interest to you?
- What questions might you have about this package?

Touring Product Preference:

15 minutes

After all three touring products have been presented:

Now that you have seen the three touring products, I would like for you to indicate on your individual exercise sheet which of these touring packages you find most appealing and why. I'll give you three minutes.

Do a kumbya tally for each touring product

Discussion:

- Why do you prefer this touring product over the other?
- Would you consider taking this tour? Why or why not?
- What would make these better?

Photo Appeal Ranking

Before we wrap up, just take a few minutes and list for me from high to low, in terms of personal appeal for you in planning a touring vacation, each of the photos. At the top of your list should be the photos that you find most appealing and at the bottom of the list are those that are not at all appealing to you. *I'll give you just a few minutes to do that – check for final questions with client in viewing room*

Brief Discussion:

- Why do you prefer this photo(s) to the others?
- What would make these better?

Thanks & Good Bye

I would like to thank each of you for your assistance in providing your input in the proposed touring products. If you see our hostess on the way out, she/he will provide you with a more tangible token of appreciation. Thank you for your participation!

New "Test Concept" A

Your journey around the most westerly part of the Island begins in Summerside and takes you along red sandstone cliffs ④, past gleaming white lighthouses and colourful fishing villages ①. Throughout the day you will pass scenes of Islanders plying their trades on land and sea – farm tractors in red ploughed fields ⑤, lobster boats unloading their traps at the wharf, oyster fishers working their tongs, and horse drawn carts gathering Irish Moss ① in the wake of storm – these are all common sights as you travel this scenic coastal drive. In the evening you'll witness some of the most spectacular sunsets ③ you've ever seen!

This route can be travelled in a day, but allowing more time will let you experience some of the points and places of interest along the way. Here are some things to consider as you plan your time.

The Scenery, as is the case in many parts of Prince Edward Island, is both impressive and varied as you travel along the Northumberland Strait, up to North Cape ⑥ and then back along the Gulf shoreline. The coast can be rugged or gentle, reflecting the nature of the seas that surround the Island. A day when the sun reflects off the water ⑦ provides special opportunities for photographs and memories, however a dark and stormy day can be equally moving as you experience the power of the wind and the waves.

History and Culture also abounds along this route. Celtic heritage is alive and well right in Summerside, with ceilidhs, concerts and a summer school for aspiring pipers ③ and drummers. West of Summerside, along the Northumberland Strait, you will travel through the traditional Acadian lands and coastal areas where fishing and farming have sustained the population since the early 1700's. Along the Gulf shore, the route passes Malpeque Bay and Lennox Island, homeland of the Island's Mi'kmaq population, and a place to enjoy their culture, crafts and music.

Shopping for crafts, special souvenirs or everyday necessities is a good way to meet Islanders ① from many walks of life, each of whom will be happy to tell you about life on the Island – both past and present. Opportunities to see Acadian quilts, Mi'kmaq figurines and Island art are abundant along this route. Pick up a copy of the Craft and Gift Shop Guide at the nearest Visitor Centre and plan your shopping trip!

Festivals and Events are a common part of life on the Island, and they are there for you to enjoy on many occasions as you travel this coastal drive ⑥. Some events are held weekly, some once a month, and others are special occasions to mark anniversaries or significant events ④. The best ideas are to pick up a Festivals and Events brochure for the current season, look for posters as you travel through a region, or just stop and ask someone.

This scenic coastal drive offers a multitude of places to stop and things to do ③. Secluded beaches, dunes and more dunes, scenic lookouts, active fishing villages, museums, lighthouses and craft shops are plentiful and easily accessible. If you choose to "stay and play" there are excellent accommodation choices that can (and should) be booked in advance, and a wealth of excursions and activities that can be planned. If, on the other hand, you choose to just drive on through, you won't be disappointed!

Existing Concept B (Lady Slipper Drive)

This scenic drive around the coast of western PEI is certainly among the "roads less travelled". Visitors will find the region has a great diversity of land forms and many lovely areas to explore.

Indian Point Lighthouse is a most unusual light structure in design and location (P), clinging to the end of an enormous breakwater jutting out from McCallum's Pt. As though it were going to reach across the harbour to Summerside. It is a perfect place for a walk, or discovering seashells, particularly at low tide.

Not far from Summerside are the intriguing bottle houses at Cap-Egmont. Built entirely of recycled bottles, these little buildings are located in the scenic Evangeline Region. Further along this historic Acadian shore, a two-kilometre-long white sand beach at Cedar Dunes Provincial Park is protected by the strikingly beautiful West Point Lighthouse (C) (which is both a working light station and a country inn). The coastline beyond is dotted with small villages, many of French origin. On the Gulf side a number of quaint fishing ports, such as St. Jude's Point (D), offer safe moorings for colourful fishing boats.

This route wends its way along the Gulf shore to Malpeque Bay and Lennox Island. It is here that we find exceptional craft work in the local Mi'Kmaq community. Close by is Tyne Valley, one of the most beautiful and peaceful little hamlets ever to be seen (K).

What hidden treasures others may find along the Island's trails will become part of their own personal or family memories, memories that will float back on a cold winter's night to warm the heart and soul with a longing to return to a little piece of heaven on earth (N).

Existing Concept C (Sunsets & Seascapes)

This route offers red sandstone cliffs formed by wind and water ④, gleaming white lighthouses stark against brilliant sunsets, scenes of Islanders busy plying their trades on the land and the sea; these are images most familiar to travellers in the area west of Portage.

The community of O'Leary is in the heart of one of the Island's most productive potato farming regions ⑤, and here they pay tribute to our most important crop at the Potato Museum. City Dwellers may think it amusing to find a whole museum dedicated to a humble vegetable, but displays of machinery, pictures and videos explain the central role that the potato has played in the province's agricultural history,

The citizens of Tignish ⑥ celebrate their heritage with an historic site and cultural centre where visitors can learn about the early days of the Irish and Acadian settlers, as well as follow the trail to an observation deck overlooking Tignish Harbour – a prime spot for bird-watching, we are told ⑦. Why not stay around long enough to enjoy an evening of Acadian dinner theatre and spend the night in a former convent?

Birdwatchers will also enjoy a tour on a pontoon boat or kayaking along the area's "inland waterway," a shallow strip of water along the region's north shore, protected by miles of deserted sand dunes. The view is guaranteed spectacular.

In fundamental ways this region remains unchanged. Many of the farmers and fishers are following family trades which go back nearly two centuries. Visitors touring this regions will see farm tractors in red plowed fields ⑧, lobster boats unloading their traps at the wharf, oyster fishers working their tongs in the rivers and especially after a storm, horse-drawn carts ⑨ gathering Irish Moss. The story of the moss is told at the Interpretive Centre in Miminegash, where they also serve the intriguing, but yummy, Seaweed Pie.

South of Miminegash, you will find the West Point Lighthouse Inn ⑩, whose deck looks out over the white sand beaches of Cedar Dunes Provincial Park. A community initiative converted the historic lighthouse into an inn and restaurant, the only one of its kind in Canada. At MacAusland's Woolen Mills near Bloomfield, Island wool is turned into fine yarn and blankets, on sale at their Old Mill Craft Company shop.

And at Mill River, a full-service tourist destination offers championship golf ⑪, a resort, camping at the Provincial Park and the Mill River Fun Park. With all of this to choose from, you will have no reason to ever leave!

Exercise Sheet

Concept A:

Reaction: _____

Likes: _____

Questions: _____

Exercise Sheet

Concept B:

Reaction: _____

Likes: _____

Questions: _____

Exercise Sheet

Concept C:

Reaction: _____

Likes: _____

Questions: _____

Exercise Sheet

Overall Concept Preference: _____

Why do you prefer this touring product description?

Which of the three do you find the least appealing? _____

Why?

Appendix B

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/PRIVATE SECTOR
1	MUSEUM	Acadian Museum	WEST	Rte 2 west of Summerside At Le Village de l'Acadie - 1.5 km west of Our Lady of Mont-Carmel Church	Multi-faceted aspects of Acadian history and culture	Year-Round	Private
2	MUSEUM	Acadian Pioneer Village	WEST		Reconstructed historical village of 1820's	Early June to Late September	Private
3	MUSEUM	Alberton Museum	WEST	Church Street	Located in former town courthouse & jail (1878). Extensive genealogical info & photos	June to September	Private
4	HISTORIC SITE	Ardgowan National Historic Site	CENTRAL	Parks Canada, 2 Palmers Lane	Home of William Henry Pope, one of the Fathers of Confederation	Year-Round	Public
5	MUSEUM	Basin Head Fisheries Museum	EAST	Off Rte 16, east of Souris	The story of in-shore fishery through artifacts, dioramas, etc.	June through Fall	Private
6	HISTORIC SITE	Beaconsfield Historic House	CENTRAL	2 Kent Street, Charlottetown	One of PEI's finest residential buildings. Recipient of "Canada Millennium Partnership Program".	Year-Round	Public
7	MUSEUM	Bideford Parsonage Museum	WEST	Located on Rte. 166	Historical residence of Lucy Maude Montgomery (1894-95). Focus also on shipbuilding & parsonages in PEI	June - September	Private
8	MUSEUM	Canadian Centre for Home Children	CENTRAL	Rte 6 in Cavendish	First farm in Cavendish. Features displays of emigration of 100,000 children from England to Canada. Built in 1881. First Canadian Marconi station to hear S.O.S.	Year-Round	?
9	MUSEUM	Cape Bear Lighthouse & Marconi Museum	EAST	Off Rte 18, 20 minutes from Wood Island	distress call from Titanic Over 20 autos, tractors, farm equipment from 19th Century. Includes '59 Cadillac owned by Elvis	Mid-June to Mid-September	?
10	MUSEUM	Car Life Museum	CENTRAL	TCH between Borden-Charlton & Charlottetown		Mid-June to Mid-September	Private
11	HISTORIC SITE	East Point Lighthouse	EAST	Off Rte 16, 20 minutes east of Souris	"First generation" lighthouse First econmuseum on PEI.	June 16 - August 31	Private
12	MUSEUM	Econmuseum	WEST	At La Promenade Acadienne	Showcasing quilt heritage	Year-Round	?

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAIL	DESCRIPTION	OPEN SEASON	PUBLIC/PRIVATE SECTOR
13	MUSEUM	Elmira Railway Museum	WEST	Rte 16A, east of Souris	Recreated station master's office - history of railroading on the island	Year-Round	Private
14	ARTS & CRAFTS	Eptek Art and Culture Centre	WEST	Waterfront Properties, 130 Harbour Drive	Features history & fine arts exhibits from across Canada	Year-Round	?
15	HISTORIC SITE	Farmers Bank Museum	CENTRAL	On Rte 243, adjacent to St. Augustine's Church	National Historic site. Museum & art exhibition centre. Genealogical info. Available	June to September	?
16	MUSEUM	Garden of the Gulf Museum	WEST	Main Street, South Montague	Historic sandstone landmark. PEI's oldest museum	June 4 - September 28	Private
17	MUSEUM	Green Park Shipbuilding & Yeo House	WEST	Port Hill, Rte 12, west of Summerside	Shipbuilding & restored Victorian residence of ship owner James Yeo Jr.	June to September	Private
18	HISTORIC SITE	Historic Site at the Green International Fox Museum and Hall of Fame	WEST	Off Rte 12, approx. 3 km east of Tignish on Founder's Lane	Landing site of the 8 founders in 1799. First church & cemetery	June to October	Public
19	MUSEUM	The Keir Memorial Museum	WEST	286 Fitzroy Street	Historic Holman homestead	June to September	Private
20	MUSEUM	Lennox Island Mi'kmaq Cultural Centre	CENTRAL	Rte 20 Malpeque	Changing exhibits re household, religious, farming, oyster fishing	July 1 to Labour Day	Private
21	MUSEUM	Log Cabin Museum	WEST	Lennox Island	Community museum promoting Mi'kmaq history and culture	June 21 to September 1	Private
22	MUSEUM	Orwell Corner Historic Village	EAST	Rte 18A	Varied collection of memorabilia, some over 100 years old. Over 3,000 articles	July 1 to Labour Day	Private
23	MUSEUM	Panmure Island Lighthouse	EAST	Off TCH, 25 km east of Charlottetown	Experience a community of the 1890's	June 18 - September 1	Private
24	HISTORIC SITE	PEI Shellfish Museum	EAST	Rte 347, off Rte 17, Panmure Island Provincial Park	PEI's oldest wooden lighthouse	July to August	?
25	MUSEUM	Point Prim Lighthouse	WEST	On Rte 166, Biological Station Road	Story of shellfish industry on PEI	Late June to September	Private
26	HISTORIC SITE		EAST	On Rte 209, off TCH, between Charlottetown and Wood Islands Ferry	PEI's oldest lighthouse (1845)	July and August	Public

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27	HISTORIC SITE	Port-La-Joy Fort Amherst National Historic Site	CENTRAL	2 Palmers Lane, off Rte 19, 20 mins. From Charlottetown near Rocky Point	First European settlement (1720) by French. Ft. Amherst by British in 1748	Mid-June to August 31	Public
28	MUSEUM	PEI Potato Museum	WEST	22 Parkview Drive in Centennial Park	History of the potato industry	May 15 - October 15	Private
29	HISTORIC SITE	Province House National Historic Site	CENTRAL	2 Palmer's Lane, corner of Richmond & Great George Streets, Charlottetown	"Birthplace of Confederation"	July 1 to October 7	Public
30	MUSEUM	Ripley's Believe It Or Not Museum	CENTRAL	Rte 6, Cranberry Village, Cavendish	200 Exhibits, 9 Galleries, 10 video screens	May 19 to September 30	Private
31	MUSEUM	Royal Atlantic Wax Museum, Gift Shop & Dairy Bar	CENTRAL	Junction of Rtes 6 and 13	Featuring 109 wax figures from London in rich authentic costumes	May to October	Private
32	HISTORIC SITE	Sir Andrew MacPhail Homestead	EAST	Off Rte 1 at Orwell	140 Acre homestead now resorted to its 1912 appearance. Collection of 35 antique vehicles dating from 1916	Late June to Early October	Public
33	MUSEUM	Spoke Wheel Car Museum	CENTRAL	Rte 2 east		June to September	Private
34	MUSEUM	Union Corner School House Museum	WEST	Rte 11, 20 km west of Summerside	School house	Late June to Labour Day	Private
35	HISTORIC SITE	West Point Lighthouse	WEST	Rte 14 in Cedar Dunes Provincial park	PEI's tallest functioning Coast Guard lighthouse and museum	May to September 30	Public
36	MUSEUM	Wood Islands Lighthouse & Interpretive Centre	EAST	Highway 1, Wood Islands Ferry6	54-foot tower built in 1876. Interpretive center for PEI lighthouses	June to early September	Public
37	LOBSTER SUPPERS	Bonnie Brae	CENTRAL	TCH, 10 min. west of Charlottetown, one-half hour east of Confederation Bridge	Lobster supper with buffet waterfront dining. Five course fresh lobster supper & full family menu	Late June to late September	Private
38	LOBSTER SUPPERS	Cardigan Lobster Suppers	EAST	Junction Rtes 321 and 5			Private
39	LOBSTER SUPPERS	Centre Expo - Festival Center	WEST	Rte 124, Abram-Village	Acadian lobster suppers	June to September	Private
40	LOBSTER SUPPERS	Fisherman's Wharf Lobster Suppers	CENTRAL	Rte 6, North Rustico	Lobster from own saltwater pond. Seating capacity of 500	Mid-May to mid-October	Private

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41	LOBSTER SUPPERS	Lobster On The Wharf	CENTRAL	Prince Street Wharf, Charlottetown Waterfront at Confederation Landing Park	Specializing in seafood. Dine indoors or in open air above water.	May 1 to end of October	Private
42	LOBSTER SUPPERS	Millstream Barn Lobster Suppers	CENTRAL	15 mins. From Charlottetown, 20 mins. From Cavendish, Rte 15 Brackley Beach in Beaches Tourism Area	Lobster and more. Serving since June 24, 1958 with seating for 500	Seasonal Early June to mid- October	Private
43	LOBSTER SUPPERS	New Glasgow Lobster Suppers	Central	Off Rte 13 on Rte 258, New Glasgow	Air-conditioned, specializing in seafood, steak & lobster with a full family menu		Private
44	LOBSTER SUPPERS	New London Seafood Restaurant	CENTRAL	New London Wharf	Serving for more than 35 years. Lobster, lobster salad & ham dinners	June 1 to mid-October Mid-June to late September	Private
45	LOBSTER SUPPERS	St. Ann's Church Lobster Suppers	CENTRAL	Hope River			Private
46	LOBSTER SUPPERS	St. Margarets Lobster Suppers	EAST	Rte 16 in St. Margarets	18-hole par 70. Licensed dining room & lounge. Full rental services available	June 7 to October 6	Private
47	GOLF	Beaver Valley Golf Club	EAST	On Rte 321 between Morell and Montague	9-hole par 37. New in 1995, full pro shop, full rental service. Compelte family destination with other activities	May to October	Private
48	GOLF	Belfast Highland Greens	EAST	Off TCH adjacent to Lord Selkirk Provincial Park	Canada's largest golf learning centre. Golf instructor Anne Chouinard	May to October 31 ?	Private
49	GOLF	Brudenell Golf Academy	EAST	Brudenell River Provincial Park, off Rte 3 to Georgetown	18-hole, par 72. "Four-star" rating from Golf Digest		Private
50	GOLF	Brudenell River Golf Course	EAST	Brudenell River Provincial Park, off Rte 3 to Georgetown	18-hole, par 72. Licensed lounge, canteen, pro shop, pull-carts, club rentals, power cars	May to October	Private
51	GOLF	Clyde River Golf Club	CENTRAL	On Rte 247, 2 km off TCH in Clyde River	9-hole, par 36. Pro shop, equipment sales and rentals, light snacks	May 1 to October 31	Private
52	GOLF	Countryside Golf Club	CENTRAL	On Rte 19, in Fairview, 15 min. west of Charlottetown		May 1 to October 31	Private

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53	GOLF	Damley Greens Golf & Cottages	CENTRAL	Off Rte 20, Lower Damley Road	9-hole, par 36. New in 2001, well-stocked clubhouse, canteen, equipment rental and sales. Championship course opened July 15, 1999. Site of 2000 Canadian Senior Ladies Championship as well as 2000 du Maurier Series Event	May to October	Private
54	GOLF	Dundarave Golf Course	EAST	Brudenell River Provincial Park, off rte 3 to Georgetown	9-hole, par 27. Family course.	May to October	Private
55	GOLF	Ellerslie Golf Course	WEST	On Rte 133 (not visible from highway)	9-hole. Also cottage accommodations	May to October	Private
56	GOLF	Forest Hills Golf Course & Country Club	CENTRAL	On Rte 6 in the heart of Cavendish	18-hole. Fully equipped pro shop, 60 cars, 30 pull carts, rental clubs, licensed dining room, lounge. Also 35 luxury building lots.	May to October	Private
57	GOLF	Fox Meadow Golf & Country Club	CENTRAL	Heart of Stratford, 7 min. from downtown Charlotte	18-hole, par 67. Family course.	May 1 to October 31	Private
58	GOLF	French River Golf Course	CENTRAL	Rte 263 (River Road) Rte 13 in New Glasgow, just five min. from Cavendish, 20 min. from Charlottetown & 30 min. from Confederation Bridge			Private
59	GOLF	Glasgow Hills Resort & Golf Club	CENTRAL	Rte 19, Nine Mile Creek. 15 min. from Charlottetown	18-hole, par 72. Designed by Les Furber	Opening July, 2001	Private
60	GOLF	Glen Afton Golf Course	CENTRAL		18-hole, par 70. Fully stocked pro shop, restaurant & lounge	May 1 to October 31	Private
61	GOLF	Green Gables Golf Course	CENTRAL	On Rte 6 in the Prince Edward Island National Park	18-hole, par 72. Designed by Stanley Thompson, fully equipped pro shop, fenced lounge	May to October	Private
62	GOLF	The Links at Crowbush Cove	EAST	Situated around the dunes on the north shore of PEI on Rte 350, off Rte 2 near Morell	18-hole, par 72. Site of 1998 Export "A" Skins Game, rated one of Canada's five-star public courses by "Golf Digest"	May to October	Private

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63	GOLF	Mill River Golf Course	WEST	Located at Rodd Mill River Resort, 57 km west of Summerside	18-hole, par 72. Recently renovated. Site ow 2000 McDonald's PEI Challenge, full service resort and golf shop	May to October	Private
64	GOLF	Red Sands Golf Course	CENTRAL	Located on Rte 107 (Kerrytown Road) off Rte 6 at Clinton	9-hole, par 32. "One of Atlantic Canada's finest 9-hole courses." Rental power & pull-carts and clubs	May to October	Private
65	GOLF	Rollo Bay Greens	EAST	On Rte 2	9-hole, par 35. Family course. Power/pull-carts, clubs rentals and pro shop.	April 21 to November 4	Private
66	GOLF	Rustico Resort Golf & Country Club	CENTRAL	On Rte 242, off Rte 6	18-hole, par 73. Features CPGA pro, accommodations, licensed lounge, heated pool, grass tennis courts, restaurant	May to October	Private
67	GOLF	St. Felix Golf & Country Club	WEST	Tignish	18-hole. Designed by Graham Cooke and Associates, two miles from beach area	May 1 to October 31	Private
68	GOLF	Seal Cove Golf Course	EAST	On Rte 17 at the mouth of the Murray River	9-hole, executive. Features long and short holes. Facilities include campground, cottage, coffee shop, heated swimming pool, club rentals	May to October	Private
69	GOLF	Serenity Valley Golf Course	CENTRAL	On Rte 263 (Howatt Road)	9-hole, par 36. New 2600-yard course. Golf lessons available	May 1 to October 31	Private
70	GOLF	Stanhope Golf & Country Club	CENTRAL	On Rte 25. Play along scenic Covehead Bay	18-hole, par 72. Club rentals, driving range, modern golf carts and licensed lounge	May 1 to late October	Private
71	GOLF	Summerside Golf & Country Club	WEST	Rte 11, Linkletter Road, 5 min. west of downtown Summerside	18-hole, par 72. Modern clubhouse, golf shop and licensed restaurant/lounge, carts and club rentals available	May to October	Private
72	GOLF	Vista Bay Golf Course	CENTRAL	Rte 1A, 10 km from Charlottetown	9-hole, par 35. Features large bentgrass greens & Kentucky Bluegrass fairways, licensed lounge and deck	June to October	Private

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73	ANTIQUES	Antique Gallery	CENTRAL	Borden-Carleton, "Lighthouse on Roof"	Victorian furniture, old glass and china	June to October	Private
74	ANTIQUES	Antiques in the Churt	EAST	250 m. off Rte 4, 15 mins. From Wood Islands ferry	"Great antiques	June 9 to September 25	Private
75	ANTIQUES	Antiques 'N Things	WEST	Spinnakes' Landing (Summerside)	Antiques, collectibles, Christmas crafts	June to September	Private
76	ANTIQUES	Bayview Antiques	CENTRAL	On Rte 6, on picturesque Stanley Bridge Wharf Off Rte 18 at end of School Lane, 3 km. East of Murray Harbour	Antique china, glass, depression glass, pine furniture	June 1 to mid-October	Private
77	ANTIQUES	Beach Point Antiques	EAST	On Rte 19, 20 km southwest of Charlottetown	Fine antique linens, laces, textiles in former boat builder's shop	July and August	Private
78	ANTIQUES	Canoe Cove Antiques, Collectibles & Fine Crafts	CENTRAL		Antiques, collectibles and fine crafts	mid-June to September 30	Private
79	ANTIQUES	Galley 18	CENTRAL	164 Richmond Street, Victoria Row	Collectible books, antique maps and prints, vintage posters and art	Year-Round	Private
80	ANTIQUES	Heritage Antique and Christmas Shoppe	CENTRAL	Rte 20 at Park Corner	Antiques, collectibles, Christmas crafts	June to October	Private
81	ANTIQUES	Homestead Antiques and Gifts	WEST	286 Fitzroy Street (Summerside)		May 1 to December 31	Private
82	ANTIQUES	The House of Antiques	WEST	On Rte 2 East at Travellers Rest	Located on historic walking tour Large selection of glass, clocks, telephones, spinning wheels	May to November	Private
83	ANTIQUES	Linden Cove Antiques	CENTRAL	Off Rte 6 on Cambelltown Rd	Victorian furniture, complete dining room/bedroom suites, "Anne" & "Emily" books	June 1 to September 30	Private
84	ANTIQUES	Precious Memories Fine China, Gifts and Collectibles	CENTRAL	89 TCH, Charlottetown	Eastern Canada's largest selection of tableware and figurines	Year-Round	Private
85	ANTIQUES	Really-O Handcrafts, Antiques and Tryon Museum	CENTRAL	On Rte 10, 90 m from junction of TCH (Crapaud)	Handcrafts and antiques	Year-Round	Private
86	ANTIQUES	Riverview Antiques	WEST	On Rte 2 East at Travellers Rest	Large selection of furniture, glass, spinning wheels	Year-Round	Private
87	ANTIQUES	Rose Garden Antiques & Collectibles	WEST	Off Rte 1A on Rte 171	Period furnishings, glass, china	Year-Round	Private

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88	ANTIQUES	Scales Pond Park, Antiques and Gifts	CENTRAL	Rte 109	Antiques and gifts	June to October	Private
89	ANTIQUES	Stanley Bridge Antiques, Gifts & Gallery	CENTRAL	5 min. west of Cavendish overlooking the Stanley River	Fine antiques, collectibles, gifts and souvenirs, plus gallery featuring local artists	June 1 to October 8	Private
90	ANTIQUES & CRAFTS	Tole Treasures & Antiques	CENTRAL	On TCH, Rte 1, 2 km east of Crapaud across from Victoria	Offering hand-painted treasures and heirlooms, fine antiques, and English pine furnishings and collectibles	June to September	Private
91	GIFTS	Abigale's of PEI	CENTRAL	Main Street, Victoria-by-the-Sea	A wide variety of traditional and country crafts	June 1 to mid-October	Private
92	CRAFTS & GIFTS	Abigale's of PEI	CENTRAL	Rte 15 (Brackley Point Rd.), opposite "The Dunes"	Century farm home filled with traditional and country crafts from PEI and the Atlantic Region	June 1 to mid-October	Private
93	CRAFTS & GIFTS	Anne of Green Gables Chocolates	CENTRAL	At Avonlea - Village of Anne of Green Gables	Premium chocolates and fudge	?	?
94	CRAFTS & GIFTS	Basin Head Country Store	EAST	Souris, on boardwalk overlooking "Singing Sands" of Basin Head Beach	Handicrafts & gift items from PEI and Atlantic Canada	June to Thanksgiving	Private
95	CRAFTS & GIFTS	The Bayberry Boutique	EAST	110 Main Street	Gifts, crafts, books and music	Year-Round	Private
96	CRAFTS & GIFTS	Boutique A-Point	WEST	On Rte 124 at Promenade Acadienne in Wellington	Handmade children's clothing, ladies' jackets, one of a kind	Year-Round	Private
97	CRAFTS & GIFTS	Cardigan Craft Centre and Tea Room	EAST	On Rte 311 near Brudenell River Provincial Park	A co-operative centre for handicrafts. Meet local artisans	June 1 to October 10	Private
98	CRAFTS & GIFTS	Carmody Gift Emporium and Antique Annex	CENTRAL	On Rte 6 next to Spot O' Tea Restaurant, 1 min. from Cavendish	Specializing in novel "tea" items, Island pottery, "pinch pots"	May to October	Private
99	CRAFTS & GIFTS	The Toy Factory	CENTRAL	On Rte 13 in New Glasgow	Spinning tops, hobby horses, paddle boats, all sorts of hand-crafted wooden toys, teddy bears	May 15 to October 15	Private
100	CRAFTS & GIFTS	Memories Gift Shop	CENTRAL	Across the street from L.M. Montgomery's birthplace	Two floors of crafts (over 70% Island-made), quilts, "Anne" dolls, wall hangings	Mid-May to mid-October	Private

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101	CRAFTS & GIFTS	Sandscript	CENTRAL	Rte 8 in New London	"Sensational Sand ...all crafted by hand", exclusive and unique craft items	Mid-May to mid-October	Private
102	CRAFTS & GIFTS	Village Pottery	CENTRAL	On Rte 6, New London	Studio with pottery being made by Dephne Large and Christine Campbell, quality island crafts	May to October	Private
103	CRAFTS & GIFTS	Seasway Hammock Shop	CENTRAL	Churchill Avenue, North Rustico	Hammocks handmade on premises. Ylon, polypropylene plus other handmade souvenirs	Year-Round	Private
104	CRAFTS & GIFTS	Tricolor Yarn Shop & Fibre Studio	CENTRAL	On Rte 269 (Line Rd.) between Rtes 6 and 13	A treasury for handknitters and spinners, unique accessories, patterns, books	Year-Round	Private
105	CRAFTS & GIFTS	The P.E.I. Sweater Shop	CENTRAL	Just off Rte 6, Oyster Bed Bridge	Sweaters, hand-knitted children's socks, hats, mittens, ssilk sweaters, etc.	Year-Round	Private
106	CRAFTS & GIFTS	Rustic Dreams	CENTRAL	On Rte 6, Rusticoville	Selection of fine quality Maritime-made handicrafts, pottery, Maritime quilts	May to October	Private
107	CRAFTS & GIFTS	Dyed in the Wool	CENTRAL	On Rte 224, St. Ann	Maritime wool for local knit designer sweaters, sheepskins, weaving, mohair	June 1 to October 7	Private
108	CRAFTS & GIFTS	Gaudreau Fine Woodworking	CENTRAL	Rte 6, South Rustico	2,000 sq.ft. crafts gallery, features designer hardwood accessories made on premises	May 1 to October 31	Private
109	CRAFTS & GIFTS	The Old Forge Pottery	CENTRAL	Rte 6 at junction of Rte 243	?	Mid-June to late September	Private
110	CRAFTS & GIFTS	Sandpiper Creations	CENTRAL	Located at Sandpiper Cottages & Suites, Stanhope Cape	Selection of island crafts and handmade gifts	June 15 to September 30	Private
111	CRAFTS & GIFTS	Stanley Bridge Studios	CENTRAL	On Rte 6, fiv min. west of Cavendish	Pottery, tin lighting, quilts, wood, hand-forged iron	May 18 to October 8	Private
112	CRAFTS & GIFTS	The Dunes Studio Gallery	CENTRAL	On Rte 15, south of PEI National Park in Brackley Beach	Overlooks beautiful water gardens, Canadian crafts by 70 contributing artists, Peter Jansons' and Joel Mills' award-winning pottery	June 1 to October 24	Private

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113	CRAFTS & GIFTS	Chez Yvonne Craft Shop & Bakery	CENTRAL	Rte 6, Cavendish, 1 km west of "Green Gables"	Island handmade crafts and gifts	Mid-May to mid- October	Private
114	CRAFTS & GIFTS	G. Willikers Gift Shop	CENTRAL	Rte 6 next to "Green Gables"	Featuring quilts, pottery, jewellery, music, linens, toys, etc.	Early June to late September	Private
115	CRAFTS & GIFTS	Raspberry Cordial Bottling Co.	CENTRAL	At Avonlea - Village of Anne of Green Gables On Rte 238 (#1842) 4 km south of Rte 6, east of New London	Featuring early island bottling equipment and island bottled Raspberry Cordial	?	Private
116	CRAFTS & GIFTS	Geppetto's Workshop	CENTRAL		Family-made marionettes, toys, fine art.	Early June to early September	Private
117	CRAFTS & GIFTS	Dalway Cottage Crafts	CENTRAL	Off Rte 6, Grand Tracadie, adjacent to Dalway Hotel 55 Broadway Street, Kensington	Maritime crafts featuring stained- glass lamps by Debbie Thompson	June to September	Private
118	CRAFTS & GIFTS	Family Treasures	CENTRAL		Quilts, throws, music, etc. Pottery and decorative artworks of high-fire stoneware and island clay ironware	Year-Round	Private
119	CRAFTS & GIFTS	North Shore Pottery	CENTRAL	On Rte 20, Malpeque	Hand-thrown porcelain and stoneware pottery with island lupin designs, Celtic, native, ocean and river patterns	June to September	Private
120	CRAFTS & GIFTS	Trout River Pottery	CENTRAL	On Rte 239, off Rte 254, 5 min. south from Cavendish	Hand painted designs to accent your home in traditional style	May 15 to mid-October Mid-May to Mid- October	Private
121	CRAFTS & GIFTS	The Painted Cottage	CENTRAL	Corner of Rtes 258 & 224, New Glasgow	A 1913 butter factory preparing preserves for the market. Locally made crafts, weaving, quilts, rugs, Acadian shirts, woodwork, pottery		Private
122	CRAFTS & GIFTS	Prince Edward Island Preserve Company	CENTRAL	Junction of Rtes 258 & 224, opposite The Painted Cottage	Wide variety of crafts for all seasons, craft classes	May 15 to October 15	Private
123	CRAFTS & GIFTS	Abram Village Handcraft Co-Op. Ltd.	WEST	Rtes 124 and 165, 27 km west of Summerside		June 1 to September 30	Private
124	CRAFTS & GIFTS	Crafty Hands Craft Supplies	WEST	950 Calbeck St. off Rte 1A on Rte 171		Year-Round	?
125	CRAFTS & GIFTS	Indian Art & Craft of North America	WEST	Lennox Island Reserve, Rte 163, off Rte 12	Traditional and non-traditional native crafts, specializing in Mi'kmaq ash-splint baskets	June 1 to September 30	Private

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126	CRAFTS & GIFTS	Micmac Productions	WEST	Lennox Island Reserve, Rte 163, off Rte 12	Canada's only manufacturer of fine earthenware Mi'kmaq figurines	?	Private
127	CRAFTS & GIFTS	Le Village de L'Acadie Craft Shop	WEST	On Rte 11, 1.5 km west of Our Lady of Mont-Carmel Church	Featuring 100% Island-wool mitts, socks and hooked rugs	June to late September	Private
128	CRAFTS & GIFTS	Periwinkle Bears	WEST	On Schurman's Point Road, North Bedeque	One-of-a-kind handmade Periwinkle Bear, handwoven	Year-Round	Private
129	CRAFTS & GIFTS	Thompson's Woodcraft	WEST	On Rte 1A, North Bedeque	Woodenware, tables, candleholders, clocks	Year-Round	Private
130	CRAFTS & GIFTS	Culture Crafts Co-Op	WEST	On Rte 2, east of Richmond	Basket weaving and Island crafts	June 1 to September 30	Private
131	CRAFTS & GIFTS	Celtic Gift & Highland Supply Outlet	WEST	619 Water Street, E (Summerside)	Celtic store offering wide range of music, books, Highland supplies, instruments, tartans and clan regalia	Year-Round	Private
132	CRAFTS & GIFTS	The Cinnamon Tree	WEST	20 Water Street (Summerside)	Specializing in country products & home accents.	July and August	Private
133	CRAFTS & GIFTS	Innkeepers Craft Nook	WEST	195 Harbour Drive	Featuring quilts, wall hangings, weaving, pottery, pewter	Year-Round	Private
134	CRAFTS & GIFTS	Shorline Sweaters & Tyne Valley Studio Art Gallery	WEST	On Rte 12 (Lady Slipper Drive) - Tyne Valley	Original sweaters handcrafted right there of 100% Island wool	June to September	Private
135	CRAFTS & GIFTS	Island Flower	CENTRAL	Located at Gateway Village (Borden-Carleton)	Dried flowers, foral designs and crafts made from Island-grown flowers	Mid-June to mid-September	Private
136	CRAFTS & GIFTS	The Official Island Store	CENTRAL	Located in Gateway Village (Borden-Carleton)	Home of "P'Ei Massive Bag of Potato Chips"	Year-Round	Private
137	CRAFTS & GIFTS	Stanley Pottery, Studio and Shop	CENTRAL	On Rte 246, Dixon Rd. (Breadalbane)	Stoneware and porcelain hand-thrown pottery with designs inspired by Nature	May 15 to October 15	Private
138	CRAFTS & GIFTS	The Christmas Store at Doiron's Garden Centre	CENTRAL	Sherwood Road, 5 min. from Charlottetown Airport	Christmas ornaments and collectibles	March 1 to December 31	Private
139	CRAFTS & GIFTS	D Major Fabric Arts Studio and Crafts	CENTRAL	545 Malpeque Road on Rte 2, Winsloe	Original silk screen designs of flowers, birds and whales, printed on the premises	June 1 to September 30	Private

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140	CRAFTS & GIFTS	Fancy Linens and Handcrafts	CENTRAL	98 Kent St., across from the Rodd Charlottetown Hotel	Handmade quilts, hand embroidered, crocheted table and bed linens	Year-Round	Private
141	CRAFTS & GIFTS	The Island Crafts Shop	CENTRAL	156 Richmond on historic Victoria Row	Island crafts made by members of PEI Crafts Council	Year-Round	Private
142	CRAFTS & GIFTS	Moonsail Soapworks and Aromatherapy	CENTRAL	87 Water Street in historic Olde Charlottetown	12 varieties of handcrafted, vegetable-based soap	Year-Round	Private
143	CRAFTS & GIFTS	Precious Memories, Fine China, Gifts and Collectibles	CENTRAL	89 TCH in Charlottetown	PEI's largest gift and collectible centre with over 2,500 figurines	Year-Round	Private
144	CRAFTS & GIFTS	Thomson Forge	CENTRAL	On Rte 245 (Clarkin Road) - Emyvale	Hand-forged wrought iron work	Year-Round	Private
145	CRAFTS & GIFTS	Happy Red's Train Station Folk Art Store & Dairy Bar	CENTRAL	On TCH near Charlottetown	Restored PEI railway station, Maritime folk arts and crafts	Mid-April to October 31	Private
146	CRAFTS & GIFTS	Stoneware Pottery and Crafts	CENTRAL	On Rte 2, 5 km. West of Charlottetown past Winsloe	Functional domestic stoneware in wide range of colours and patterns	Mid-June to October 1	Private
147	CRAFTS & GIFTS	Island Flower	CENTRAL	On the Wharf at Victoria-by-the-Sea	Dried Flowers, floral designs and crafts made from Island-grown flowers	Mid-June to mid-September	Private
148	CRAFTS & GIFTS	Cottage 'Laine	EAST	On Rte 2, 20 km east of Charlottetown, across from Irving Station	Featuring decorative painting by Elaine Clark, decorative painting supplies, including wood pieces, books and packets. Classes available	Year-Round	Private
149	CRAFTS & GIFTS	East Point Lighthouse Craft Shop	EAST	Off Rte 16, 20 min. east of Souris	Island-made handcrafts in 1908 fog alarm building	May 24 to Thanksgiving	Private
150	CRAFTS & GIFTS	Lighthouse Crafts and Gifts	EAST	35 High Street, Souris	Nautical items, Maritime crafts	June to Labour Day	Private
151	CRAFTS & GIFTS	Log Cabin Arts & Crafts	EAST	On Rte 2, Souris	Locally made crafts	May to October	Private
152	CRAFTS & GIFTS	Naturally Yours	EAST	31 Beach Avenue, Souris	Home-grown flowers and herbs, fresh and dried	Year-Round	Private
153	CRAFTS & GIFTS	The Country Way	EAST	On the TCH in Belle River at the intersection of Rte 202	A wide variety of Island crafts	Mid-June to late-September	Private

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAIL	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
154	CRAFTS & GIFTS	Koleszar Pottery	EAST	On Rte 204, Belle River On Rte 1, 45 km from Charlottetown, 15 km west of Wood Islands ferry	Delicate porcelain forms worked on the wheel Colourful pottery, balik, pottery- balik lamps, floor vases, sculptures Quilts, mats afghans, sweaters, etc.	May 15 to November 15 Mid-June to mid- September	Private
155	CRAFTS & GIFTS	Flat River Craftsmen	EAST	On TCH, Flat River	Jewellery, collectibles and gifts; Maritime and Island crafts	Open June 24	Private
156	CRAFTS & GIFTS	Magic Fingers Craft Shop	EAST	Located in Down East Mall, Montague Area		Year-Round	Private
157	CRAFTS & GIFTS	A Touch of Gold	EAST	Rodd Brudenell River Resort, Roseneath	Jewellery, collectibles and gifts Island handicrafts, Atlantic handicrafts and antiques	Year-Round June 1 to September 30	Private
158	CRAFTS & GIFTS	A Touch of Golf	EAST	Rte 18, Murray Harbour	Quality linens, quilts and jewellery	June 5 to September 29	Private
159	CRAFTS & GIFTS	The Village Emporium	EAST	Main Street, Murray River	?	June to October	Private
160	CRAFTS & GIFTS	The Old General Store Crooked Creek Craft Shope	EAST	Rte 224, Wheatley River	Island products, quilts, handicrafts, music	?	Private
161	CRAFTS & GIFTS	Granny's Trunk	CENTRAL	Stanley Bridge Corner of Rtes 6 and 243, South Rustico	Island paintings, stained glass, woodworking Fresh vegetables, Island crafts, antiques	Mid-June to September 30	Private
162	CRAFTS & GIFTS	The Hidden Pearl	CENTRAL	Corner of Rtes 25 and 2 On Rte 2, adjacent to MacAusland's Woolen Mill (Bloomfield)	Traditional gifts and crafts, hand- carved decoys	May 1 to October 31	Private
163	CRAFTS & GIFTS	Jewell's Country Market	CENTRAL	On Rte 14, entrance through Cedar Dunes Provincial Park	Locally made crafts Quilts, ceramics, knitting and local handicrafts	June to September June 1 to late September	Private
164	CRAFTS & GIFTS	The Old Mill Craft Company West Point Lighthouse Craft Shop	WEST	Rte 2, Woodstock		July 1 to August 31	Private
165	CRAFTS & GIFTS	Windmill Craft Cooperative	WEST	Intersection of Rtes 6 and 20, New London	Montgomery born in 1874 in this white and green house	May 12 to mid-October	?
166	CRAFTS & GIFTS	Lucy Maud Montgomery Birthplace	CENTRAL	Rte 20, Park Corner, 15 min. west of Cavendish	The Old Campbell Homestead	May 15 to October 31	?
167	CRAFTS & GIFTS	Anne of Green Gables Museum at Silver Bush	CENTRAL				
168	"ANNE" ATTRACTIO NS						
169	"ANNE" ATTRACTIO NS						

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170	"ANNE" ATTRACTIO NS	Lucy Maud Montgomery Heritage Museum	CENTRAL	Rte 20 (Blue Heron Drive)	History of this site from 1775	June to September	?
171	"ANNE" ATTRACTIO NS	Ribbons and Roses - "The Anne of Green Gables Treasury" Experience	CENTRAL	Located at Ingleside, Rte 20	Join author Carolyn Strom Collins	July to August	?
173	"ANNE" ATTRACTIO NS	Lucy Maud Montgomery's Cavendish home	CENTRAL	Rte 6 at Cavendish	Her home from 1876 to 1911 Depicts home of fictional characters Anne and Gilbert as newlyweds	June 1 to mid-October	?
174	"ANNE" ATTRACTIO NS	Anne's House of Dreams	CENTRAL	Rte 263, French River	Share "tea" with Anne at her very own tea party.	June 20 to September 10	?
175	"ANNE" ATTRACTIO NS	Anne's Tea Party	CENTRAL	100 Queen Street, Charlottetown	Canada's only "Figurine Ecomuseum"	June to mid-October	?
176	CRAFTS & GIFTS	Cavendish Figurines Ltd.	CENTRAL	At the foot of Confederation Bridge in Gateway Village	Travel back in time by horse see mementos of Lucy Maud Montgomery	Year-Round	Private
177	"ANNE" ATTRACTIO NS	Avonlea - Village of Anne of Green Gables	CENTRAL	On Rte 6 across from Rainbow Valley		June to October	?
178	"ANNE" ATTRACTIO NS	Green Gables - Prince Edward Island National Park	CENTRAL	Off Rte 6, west of Rte 13	Built in mid-1800s, the house was once the home of cousins of LMM's grandfather and inspired the setting for her novel "AGG"	Year-Round	Public
179	PROVINCIA L PARK	Prince Edward Island National Park	CENTRAL	Off Rte 6, west of Rte 13	Built in mid-1800s, the house was once the home of cousins of LMM's grandfather and inspired the setting for her novel "AGG"	Year-Round	Public
180	PROVINCIA L PARK	Kings Castle Provincial Park	EAST	On Rte 348, 3km east of Murray River	Day Use	Seasonal	Public
181	PROVINCIA L PARK	Buffalo Provincial Park	EAST	On Rte 4, 6 km south of Montague	Day Use	Year-Round	Public

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182	POINTS OF INTEREST	Harvey Moore Wildlife Management Area	EAST	On Rte 4, Milltown Cross	A haven for migrating waterfowl Overnight, clam digging, laundromat, nine-hole golf course, kitchen shelter, fireplaces	June 1 to September 15	Public
183	PROVINCIAL PARK	Lord Selkirk Provincial Park	EAST	Off TCH, 15 km west of Wood Islands ferry	Overnight, recreation and interpretive activities, two 18-hole championship golf courses, tennis, canoe/boardsailing, etc	June 16 to September 23	Public
184	PROVINCIAL PARK	Brudnell River Provincial Park	EAST	A few km west of Georgetown	Overnight, bay beach and white sand ocean beach with surfguards	June 9 to October 7	Public
185	PROVINCIAL PARK	Panmure Island Provincial Park	EAST	On Rte 347, north of Gaspereaux On Rte 16, 5 km west of Ilmira; 2 km west of North Lake Harbour; 1 km north of Basin Head Beach	Overnight, ocean beach	June 23 to September 9	Public
186	PROVINCIAL PARK	Campbells Cove Provincial Park	EAST	On Rte 16, 13 km east of Souris; 2 km west of Basin Head	Overnight, supervised ocean beach	Mid-June to mid-September	Public
187	PROVINCIAL PARK	Red Point Provincial Park	EAST	Kensington Road, 2 min from downtown Charlottetown	Overnight, supervised ocean beach The showplace of Maritime harness racing	Mid-June to September 30	Public
188	POINTS OF INTEREST	Charlottetown Driving Park	EAST			Year-Round	?
189	POINTS OF INTEREST	Confederation Centre of the Arts	EAST	145 Richmond Street, Downtown Charlottetown	Canada's National Memorial to the Fathers of Confederation. Home of the Charlottetown Festival Canada's weather store, specializing in anything to do with weather	Year-Round	Public
190	POINTS OF INTEREST	Weather-Sense	EAST	13 Nelson Street, Victoria	Overnight, nature trail, frisbee golf, playground, laundromat, beach, 8 km	Year-Round	Private
191	PROVINCIAL PARK	Strathgartney Provincial Park	CENTRAL	On TCH, 20 km southwest of Charlottetown	Atlantic Canada's largest art gallery & museum, a permanent collection of over 15,000 Canadian works	June 23 to September 16	Public
192	POINTS OF INTEREST	Confederation Centre Art Gallery & Museum	CENTRAL	145 Richmond Street, Downtown Charlottetown		Year-Round	Public

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193	HISTORIC SITE	Province House - National Historic Site	CENTRAL	2 Palmers Lane, Corner of Richmond & Great George Streets, Charlottetown	Considered the "Birthplace of Confederation"	Year-Round	Public
194	POINTS OF INTEREST	Island Outdoor Adventures	CENTRAL	Pm Rte 1-0 at Scales Pond Park	Bird Watching	Year-Round	Private
195	SE LIGHTHOUSE	Baywatch Lighthouse	CENTRAL	Junction of rtes 15 and 6 North, Brackley Beach	Five-storey observation tower	May to September	?
196	POINTS OF INTEREST	Brackley Beach Drive-In Theatre and Fun Park	CENTRAL	On Rte 15 (Blue Heron Drive), 16 km north of charlottetown Airport	Mini-golf, giant slide, playground, gift shop, ice-cream parlour also overnight housekeeping units	Seasonal	Private
197	POINTS OF INTEREST	Woodleigh Replicas & Gardens	CENTRAL	On Rte 234. Take Rte 101 from Kensington, or follow signs from New Londong	Featuring 30 scale replicas of Britain's castles and building and extensive English Gardens, food service	June 2 to September 30	Private
198	POINTS OF INTEREST	The Fantazmagoric Museum of the Strange and Unusual	CENTRAL	On Rte 6, beside Sandspit.	Family fun, mini-golf, etc	Mid-June to mid-September	Private
199	POINTS OF INTEREST	Rainbow Valley Family Fun Park	CENTRAL	Located in Cavendish	Atlantic Canada's largest privately owned fun park, 40 acres, boating, many rides, waterslides, live and animated shows	June 2 to September 3	Private
200	POINTS OF INTEREST	Sandspit	CENTRAL	Rte 6, Cavendish	Amusement park, with many rides, miniature golf and seven children's attractions	Mid-June through Labour Day	Private
201	POINTS OF INTEREST	Kensington Towers & Water Gardens	CENTRAL	On Rte 2, opposite Kensington Royal Canadian Legion	Water gardens, "Eiffel Tower", Bavarian castle	Late June to Early October	Private
202	POINTS OF INTEREST	Do-Duck Petting Farm	CENTRAL	On Rte 102 west of Cavendish, Rte 6 to Rte 104, then to Rte 102, 5 km northeast of Kensington	Barnyard pets, wildlife, pony rides, no mechanics	May 15 to Labour Day	Private
203	POINTS OF INTEREST	The Great Island Science and Adventure Park	CENTRAL	On Rte 6, 3 km west of the Cavendish Boardwalk	Indoor activities, hands-on-science in a park setting	Mid-June to Labour Day	?

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204	POINTS OF INTEREST	Stanley Bridge Marine Aquarium	CENTRAL	Rte 6, South Rustico	Numerous tanks of Maritime fish, playful seals, history of malpeque oysters and shellfish display	June to October	?
205	PROVINCIAL PARK	Cabot Beach Provincial Park	CENTRAL	On Rte 20, 16 km north of Kensington	Overnight, supervised ocean beach, recreation and interpretive programs	June 9 to September 16	Public
206	POINTS OF INTEREST	The Bottle Houses	WEST	Rte 11, Cap-Egmont	Three fantasy-like buildings made of over 25,000 vari-coloured glass bottles	June 4 to September 30	Private
207	CRAFTS & GIFTS	Wm. Callbeck Centre	WEST	Off Rte 1A on Rte 171 in Central Bedouque	"Old Callbeck Store since 1899". PEI's largest craft centre (45,000 sq. ft.)	Year-Round	Private
208	POINTS OF INTEREST	College of Piping and Celtic Performing Arts of Canada	WEST	619 Water St., East, Summerside	A unique cultural destination. The only year-round institution of its kind in North America.	Year-Round	?
209	POINTS OF INTEREST	Seaweed Pie Café & Irish Moss Interpretive Centre	WEST	Rte 14 (Lady Slipper Drive), Miramichi	All about Irish Moss through displays and video.	June 4 to September 23	Private
210	POINTS OF INTEREST	Interpretive Centre/Aquarium/Gift Shop	WEST	North end of Rte 12 (North Cape)	Irish Moss harvesting by horse and home of Canada's longest natural rock reef	Late May to second weekend of October	?
211	POINTS OF INTEREST	Holiday Island Productions	WEST	School Street, off Maple St. (near t. Simon & St. Jude Church), Tignish	Producers of clay miniature replicas with on-site studio	May to October	Private
212	POINTS OF INTEREST	Tignish Cultural Centre	WEST	Hwy 2, Tignish On Maple St. near St. Simon & St. Jude Church	History of Tignish and the surrounding area (Acadian and Irish settlers)	May to September	?
213	PROVINCIAL PARK	Jacques Cartier Provincial Park	WEST	Off Rte 12, 5 km east of Alberton (Kildare Capes)	Overnight, recreation program with evening activities. Supervised ocean beach	June 23 to September 10	Public
214	PROVINCIAL PARK	Cedar Dunes Provincial Park	WEST	On Rte 14, 24 km south of O'Leary (West Point)	Overnight, supervised ocean beach, interpretive programs	June 23 to September 16	public
215	PROVINCIAL PARK	Mill River Provincial Park	WEST	On Rte 136, 8 km northwest of O'Leary (Woodstock)	Overnight, free recreation and interpretive programs, 18-hole, par 72 golf course, canoe/kayaking	June 9 to October 7	Public

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216	LIGHTHOUSE	Cape Bear Lighthouse & Marconi Museum	EAST	Off Rte 18, 20 minutes from Wood Island	Built in 1881. First Canadian Marconi station to hear S.O.S. distress call from Titanic	Mid-June to Mid-September	?
217	LIGHTHOUSE	East Point Lighthouse	EAST	Off Rte 16, 20 minutes east of Souris	"First generation" lighthouse	June 16 - August 31	Private
218	LIGHTHOUSE	Panmure Island Lighthouse	EAST	Rte 347, off Rte 17	PEI's oldest wooden lighthouse	July to August	?
219	LIGHTHOUSE	Point Prim Lighthouse	EAST	On Rte 209, off TCH	PEI's oldest lighthouse (1845)	July and August	Public
220	LIGHTHOUSE	West Point Lighthouse	WEST	Rte 14 in Cedar Dunes Provincial park	PEI's tallest functioning Coast Guard lighthouse and museum	May to September 30	Public
221	LIGHTHOUSE	Wood Islands Lighthouse & Interpretive Centre	EAST	TCH, Wood Islands Ferry	54-foot tower built in 1876. Interpretive center for PEI lighthouses	June to early September	Public
222	FESTIVALS & EVENTS	"A Rowboat in the Attic" Eptek Art and Culture Centre	Various	Various	Acclaimed play about historic Inkerman House and its wacky inhabitants	Year-Round	?
223	FESTIVALS & EVENTS		WEST	Waterfront Properties, 130 Harbour Drive	Features history & fine arts exhibits from across Canada	Year-Round	?
224	FESTIVALS & EVENTS	Ceilidh at The Irish Hall	CENTRAL	Irish Hall, 582 North River Road, Charlottetown	Irish, Scottish and PEI traditional music, song and dance	Every Friday - May 18 to October 26	?
225	FESTIVALS & EVENTS	The Charlottetown Festival The Linus C. MacKinnon Family's Indoor Scottish Ceilidh Concerts	CENTRAL	Confederation Centre of the Arts, Charlottetown	Featuring musical theatre, comedy, daily outdoor performances, gallery exhibits	May 30 to October 13	?
226	FESTIVALS & EVENTS		WEST	Rte 2, 24 km west of Summerside	Governor General's award-winning Family entertainers	June 3 to October 18	?
227	FESTIVALS & EVENTS	Ceilidh At The Corner	EAST	Orwell Corner Community Hall	Traditional music, song, stories, and dance	Jevery Wednesday - June 6 to September 26	?

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228	FESTIVALS & EVENTS	Rollo Bay Fiddle Field Ceilidh	EAST	Rollo Bay	Traditional music	Every Thursday - June 7 to September 6	?
229	FESTIVALS & EVENTS	Ireland Meets Scotland Celtic Fiddle & Dance Show	CENTRAL	BIS Irish Hall, 582 North River Road - Charlottetown	Celebration of Celtic heritage, music, song, dance and desserts. One of top Celtic shows in Atlantic Canada	Every Wednesday - June 13 to August 31	?
230	FESTIVALS & EVENTS	Ireland Meets Scotland Celtic Fiddle & Dance Show	EAST	Orwell Corner Historic Village	Celebration of Celtic heritage, music, song, dance and desserts. One of the top Celtic shows in Atlantic Canada	Every Friday - June 13 to August 31	?
231	FESTIVALS & EVENTS	Chowder House Ceilidh Downhome Fiddling	EAST	Point Prim Chowder House (beside the Lighthouse)	Combination of traditional food and music by the sea	Every Tuesday - June 19 to August 28	?
232	FESTIVALS & EVENTS	Celtic Festival	EAST	The College of Piping, 619 Water St. East, Summerside	The summer-long Celtic Festival features a 10-week concert series. Features piping, drumming, Highland dancing, step dancing, fiddling, etc	June 25 to August 31	?
233	FESTIVALS & EVENTS	Evening Frolic Tuesday Evening Kitchen Chatter, Sea Shanties, Concerts on the Green & Ghost Story Evenings	CENTRAL	Cavendish, Rainbow Valley across from Ripley's Believe It or Not! Museum	An evening of lively downeast music	Every Tuesday - June 26 to August 28	?
234	FESTIVALS & EVENTS	Victoria Playhouse Festival	WEST	Port Hill, Rte 2 West - Green Park Shipbuilding Museum	?	June 26 to August 28	?
235	FESTIVALS & EVENTS	Rik Barron's Kid's Ceilidh	VARIOUS	Various	PEI's longest running summer theatre in an intimate, heritage theatre	Late June to September	?
236	FESTIVALS & EVENTS				A children's entertainer	July to August	?

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237	FESTIVALS & EVENTS	Park Activities - Prince Edward Island National Park	CENTRAL	Prince Edward Island National Park	A range of interpretive activities daily throughout the park and Green Gables	July 1 to August 31	Public
238	FESTIVALS & EVENTS	The Great Prince Edward Island Children's Festival	CENTRAL	Beaconsfield Historic House, Charlottetown	A fun-filled musical provided by a wise old island bear and a singing Celtic show	July 1 to August 31	Public
239	FESTIVALS & EVENTS	Mussel Days, Kite Festivals	EAST	Basin Head Fisheries Museum, off Rte 16 east of Souris	Craft demonstrations, art workshops & Heritage lecture series	July 1 to September 1	?
240	FESTIVALS & EVENTS	Avonlea Variety Show	CENTRAL	Cavendish, Avonlea Village	Island singing, step-dancing and fiddling in restored Long River Churt	July 1 to September 3	?
241	FESTIVALS & EVENTS	Mike Pendergast & Friends in the Story Telling House	CENTRAL	Cavendish, Avonlea Village	Foot-stomping music and stories for the whole family	July 1 to September 3	?
242	FESTIVALS & EVENTS	Hold the Haggis	EAST	Orwell Corner Historical Village	Tunes, songs, skits, shanties and set dancing	Every Monday - July 2 to August 27	?
243	FESTIVALS & EVENTS	Kid's Day at the Corner	EAST	Orwell Corner Historical Village, TCH, east of Charlottetown	Special activities for children 8 to 14 years	Every Thursday - July 5 to August 23	?
244	FESTIVALS & EVENTS	Scoff & House Party	EAST	Orwell, Sir Andrew MacPhail Homestead, off Rte 1	A hearty country meal and lots of entertainment	Every Thursday - July 5 to August 30	?
245	FESTIVALS & EVENTS	Don Messer's Violin - The Musical Stage Show	WEST	Summerside, Harbourfront Jubilee Theatre	The story of Don Messer, the man and his music	July 7 to September 1	?
246	FESTIVALS & EVENTS	The Indian River Festival - Fine Music Series	CENTRAL	Indian River, St. Marys Church, Rte 104, 5 km north of Kensington	Chamber music, jazz, celtic and choral concerts	Every Sunday - July 8 to August 26	?
247	FESTIVALS & EVENTS	Urban Carmichael Celtic Review	EAST	Orwell Corner Historic Village, Community Hall	Songs, stories, fiddle tunes	Every Sunday - July 8 to August 26	?
248	FESTIVALS & EVENTS	Irish Festival - 176th Anniversary	CENTRAL	Charlottetown, Irish Hall, 582 North river road	A weekend of music sessions, dance ceilis, dance and music workshops	May 18 to May 21	?
249	FESTIVALS & EVENTS	Biggest Backyard Barbecue	CENTRAL	Charlottetown, Confederation Landing Park	Part of the "Home Grown Festival", featuring PEI pork and potatoes,	June 16 to June 17	?

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250	FESTIVALS & EVENTS	Summerside Highland Gathering	WEST	Summerside, College of Piping, 619 Water Street	Competition for pipe bands, solo pipers and drummers	June 22 to June 24	>
251	FESTIVALS	Festival of Lights	CENTRAL	Downtown Charlottetown and Waterfront	The premier celebration of the Canada Day weekend in Atlantic Canada	June 28 to July 1	Public
252	FESTIVALS	Canada Day	Various	Various Museum Sites	Canada Day celebrations	July 1	Public
253	FESTIVALS	Cardigan Canada Day	EAST	Cardigan	Floats, entertainment, flag raising Featuring bluegrass/old-time bands from USA, Maritimes and PEI	July 1	Public
254	FESTIVALS	PEI Bluegrass & Oldtime Music Festival	EAST	Rollo Bay, Rte 2	The oldest and one of the largest outdoor car shows in Eastern Canada	July 6 to July 8	?
255	FESTIVALS	23rd Annual PEI Street Rod Association Show 'N Shine	EAST	Montague, Lobster Shanty		July 6 to July 8	Public
256	FESTIVALS	Old Farm Day	EAST	Orwell Corner Historic Village, TCH east of Charlottetown	Draft horse, farm demonstration, etc	July 8	Public
257	FESTIVALS	PEI Gay and Lesbian Pride 2001	CENTRAL	Charlottetown	Pride festival Featuring street sales, entertainment, parade, Maritime rides and attractions	July 8 to July 14	Public
258	FESTIVALS	Summerside Lobster Carnival	WEST	Summerside Recreation Centre, 511 Notre Dame St.		July 9 to July 21	Public
259	FESTIVALS	Souris Regatta	EAST	Souris, Marine Terminal Wharf	PEI arm-wrestling championships, dance, barbecue, midway	July 11 to July 15	Public
260	FESTIVALS	British Car Days 2001	CENTRAL	South Rustico, Cymbria Lions Centre	Third year featuring British vehicles from Maritimes and New England	July 14	Public
261	FESTIVALS	Horse Pull and Concert	EAST	Orwell Corner	Draft horse weight-pulling competitions and concert	July 15	Public
262	FESTIVALS	Strawberry Social	EAST	Basin Head Fisheries Museum, off Rte 16, east of Souris	Strawberries, ice cream, entertainment and music	July 16	?
263	FESTIVALS	Festival Folk - Acadie	WEST	Acadian Museum, Rte 2, west of Summerside	Island Acadian heritage festival	July 18 to August 10	Public

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264	FESTIVALS & EVENTS	Georgetown International Hydroplane Regatta	EAST	Georgetown	4th Annual Regatta - Hydroplanes from USA and Canada	July 21 to July 22	Public
265	FESTIVALS & EVENTS	25th Annual Rollo Bay Fiddle Festival	EAST	Rollo Bay	Concerts, old-time dances	July 21 to July 22	Public
266	FESTIVALS & EVENTS	Strawberry Festival	EAST	Elmira Railway Museum, Rte 16A east of Souris	Fresh strawberries, ice cream, entertainment	July 22	Public
267	FESTIVALS & EVENTS	Summerfest Concert	EAST	Orwell Corner Historic Village	Featuring Island singers, dancers, fiddlers	July 22	Public
268	FESTIVALS & EVENTS	Emerald Junction Irish Festival	CENTRAL	Kensington, Emerald Community Centre, Rte 113	Promotes PEI's Irish heritage	July 27 - July 38	Public
269	FESTIVALS & EVENTS	Rendez-vous Rustico	CENTRAL	South Rustico, Rte 243, beside the Farmer's Bank	An Acadian festival	July 27 to July 29	Public
270	FESTIVALS & EVENTS	Crapaud Exhibition	CENTRAL	Crapaud Exhibition Grounds	Animals, exhibits, meals	July 28	Public
271	FESTIVALS & EVENTS	St. Peters Wild Blueberry Festival	EAST	St. Peters Bay	Pageant, entertainment, dances, barbecue, etc.	July 29 to August 5	Public
272	FESTIVALS & EVENTS	Prince County Exhibition	WEST	Alberton	Various competitions, shows and displays, midway	August 2 to August 4	Public
273	FESTIVALS & EVENTS	Indian River Festival's Mid-Summer Magic Weekend	CENTRAL	Indian River, St. Mary's Church, Rte 105, 5 km north of Kensington	Music extravaganza, concerts, pre-concert talks, workshops	August 2 to August 6	Public
274	FESTIVALS & EVENTS	Annual Highland Games	EAST	Eldon, Lord Selkirk Provincial Park	Piping, dancing and traditional athletic competitions plus killed golf tournament	August 3 to August 4	Public
275	FESTIVALS & EVENTS	PEI Tractor Pull Championships	CENTRAL	Crapaud	All types of tractor pulls	August 3 to August 4	Public
276	FESTIVALS & EVENTS	Fiddlers & Followers Weekend	CENTRAL	Cavendish, Rainbow Valley	Featuring three big fiddle shows, hymn sing, fish chowder dinner	August 3 to August 5	Public
277	FESTIVALS & EVENTS	Tyne Valley Oyster Festival	WEST	Tyne Valley	PEI fiddling and step-dancing championships, oyster shucking championships	August 3 to August 5	Public
278	FESTIVALS & EVENTS	Old Home Week/PEI Provincial Exhibition	CENTRAL	Charlottetown Civic Centre/Driving Park	Atlantic Canada's premier exhibition	August 10 to August 18	Public
279	FESTIVALS & EVENTS	Lucy Maud Montgomery Festival	CENTRAL	Cavendish and Area	Family fun, old fashioned community events	August 11 to August 12	Public

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280	FESTIVALS & EVENTS	Kilts & Cabers	EAST	Orwell Corner Historic Village, TCH east of Charlottetown	Highland athletic games, haggis, pipers	August 12	Public
281	FESTIVALS & EVENTS	Gold Cup Parade	CENTRAL	Charlottetown Downtown	Gala celebration of 40 years of fantasy fun	August 17	Public
282	FESTIVALS & EVENTS	Red Clay, Bluegrass & Oldtime Music Festival	WEST	Tignish	Family festival featuring bluegrass bands from USA, Maritimes and PEI	August 17 to August 19	Public
283	FESTIVALS & EVENTS	Community Harvest Festival	CENTRAL	Kensington Community Gardens Arena	PEI's largest community fair, PEI's largest flower show	August 18 to August 22	Public
284	FESTIVALS & EVENTS	Gold Cup and Saucer Race	CENTRAL	Charlottetown Driving Park	One of Eastern Canada's most prestigious harness races	August 18	Public
285	FESTIVALS & EVENTS	Blueberry Social	WEST	Port Hill, Green Park Shipbuilding Museum	Fresh blueberry pie, ice cream, entertainment	August 19	Public
286	FESTIVALS & EVENTS	Bluegrass Festival	EAST	Orwell Corner Historic Village, TCH east of Charlottetown	Bluegrass bands, blueberry shortcake, steaming mussels, etc. Celebrate the meetings of 1864	August 19	Public
287	FESTIVALS & EVENTS	Festival of the Fathers	CENTRAL	Charlottetown Downtown and Confederation Landing	that lead to Canadian nationhood and the Victorian Era	August 30 to September 2	Public
288	FESTIVALS & EVENTS	L'Exposition Agricole et le Festival Acadien	WEST	Abram-Village	Livestock, flowers, crafts, foods, 4-H, Acadian style shows	August 31 to September 2	Public
289	FESTIVALS & EVENTS	Annual Wacky Labour Day Weekend Promotion	CENTRAL	Cavendish, Rainbow Valley	Lots of wacky fun	September 1	Public
290	FESTIVALS & EVENTS	Women's Institute Legacy Bike Tour	Various	North Cape to East Point	Along the spectacular Confederation Trail	September 10 to September 14	Public
291	FESTIVALS & EVENTS	Cornwall Cornfest Festival	CENTRAL	Cornwall, Cornwall Recreation Centre	All proceeds to Recreation for Youth	September 13 to September 16	Public
292	FESTIVALS & EVENTS	PEI International Shellfish Festival	CENTRAL	Charlottetown, Peakes Wharf	A celebration of PEI shellfish, oysters, mussels and clams	September 14 to September 16	Public
293	FESTIVALS & EVENTS	PEI Storytelling Festival	ISLAND-WIDE	Various	The finest storytellers from around the world weave their magic in Island community halls	September 20 to September 23	Public
294	FESTIVALS & EVENTS	Come to the Ceilidh	CENTRAL	Charlottetown, Confederation Centre of the Arts	A cast of more than 60 pipers, drummers, Highland dancers, step-dancers, etc.	September 22	?

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
295	FESTIVALS & EVENTS	Threshing Day	EAST	Orwell Corner Historic Village, TCH east of Charlottetown	Threshing demonstrations, concert, yard sale.	September 22	Public
296	FESTIVALS & EVENTS	Trailfest 2001	ISLAND- WIDE	Island Trails	Celebrate the Confederation Trail with activities in communities across PEI	September 24 to September 30	Public
297	FESTIVALS & EVENTS	PEI Studio Tour 2001	ISLAND- WIDE	Various	Self-guided tour of studios, craft and giftware shops, galleries and museums on the Island	September 29 to September 30	Public
298	FESTIVALS & EVENTS	Storms, Shipwrecks and Sailcloth (the Yankee Gale remembered)	WEST	Tignish/French River/St. Peters	Three evenings of storytelling, music and historical presentations celebrating the 150th Anniversary of the greatest storm in Island history	October 5 to October 7	Public
299	FESTIVALS & EVENTS	Harvest Home Festival	EAST	Orwell Corner Historic Village, TCH east of Charlottetown	Potato picking, cider-pressing, games, contests	October 6	Public
300	FESTIVALS & EVENTS	PEI Championship Horse Ploughing Competition	EAST	Orwell Corner Historic Village, TCH, east of Charlottetown	Bringing together skilled competitors from around the Maritimes	October 13	Public
301	FESTIVALS & EVENTS	La 22e Finale des Jeux de l'Acadie	WEST	Evangeline Region		June 27 to July 1	?
302	FESTIVALS & EVENTS	Atlantic Fiddler's Jamboree	WEST	Evangeline Region Mont- Carmel	Fiddlers' Jamboree	August 4 to August 5	?
303	FESTIVALS & EVENTS	Evangeline Blue Grass & Old Time Music Festival	WEST	Centre Expo-Festival Centre	Bluegrass and oldtime music	July 13 to July 15	?
304	FESTIVALS & EVENTS	National Acadian Day Celebrations	WEST	Evangeline Region		August 15	?
305	PROVINCIAL L PARK	Green Park Provincial Park	WEST	Port Hill	Overnight	?	Public
306	PROVINCIAL L PARK	Linkletter Provincial Park	WEST	Linkletter	Overnight	?	Public
307	PROVINCIAL L PARK	Fisherman's Haven Provincial Park	WEST	Tignish Shore, Rte 12	Day Use	?	Public
308	PROVINCIAL L PARK	Bloomfield Provincial Park	WEST	Bloomfield, Rte 2	Day Use	?	Public

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION AND DETAIL	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
309	PROVINCIA L PARK	Belmont Provincial Park	WEST	Belmont - off Rte 123	Day Use	?	Public
310	PROVINCIA L PARK	Union Corner Provincial Park	WEST	Union Corner - on Rte 11	Day Use	?	Public
311	PROVINCIA L PARK	Chelton Beach Provincial Park	CENTRAL	Bedeque - Access via Rte 10	Day Use	?	Public
312	PROVINCIA L PARK	Bonshaw Provincial Park	CENTRAL	Bonshaw - off TCH	Day Use	?	Public
313	PROVINCIA L PARK	Victoria Provincial Park	CENTRAL	Victoria - off TCH	Day Use	?	Public
314	PROVINCIA L PARK	Argyle Shore Provincial Park	CENTRAL	Argyle Shore - Rte 19	Day Use Overnight, ocean beach with lifeguards, clamming, bird watching, etc.	June 9 to September 23	Public
315	PROVINCIA L PARK	Northumberland Provincial Park	EAST	Montague on Rte 4	Day Use	?	Public
316	PROVINCIA L PARK	Basin Head Provincial Park	EAST	Souris - Off Rte 16, east of Souris	Day Use	?	Public
317	PROVINCIA L PARK	Souris Beach Provincial Park	EAST	Souris - On Rte 2	Day Use	?	Public
318	PROVINCIA L PARK	Pinette Provincial Park	EAST	Pinette - On TCH	Day Use	?	Public
319	PROVINCIA L PARK	Wood Islands Provincial Park	EAST	Wood Islands - On TCH	Day Use	?	Public
320	PROVINCIA L PARK	Pooles Corner Provincial Park	EAST	Pooles Corner - Junction of Rte 3 and Rte 4	Day Use	?	Private
321	ARTS & CRAFTS	Abigale's of PEI	CENTRAL	Main Street, Victoria-by-the- Sea	A wide variety of traditional and country crafts	June 1 to mid-October	Private
322	ARTS & CRAFTS	Abigale's of PEI	CENTRAL	Rte 15 (Brackley Point Rd.), opposite "The Dunes"	Centruy farm home filled with traditional and country crafts from PEI and the Atlantic Region	June 1 to mid-October	Private
323	ARTS & CRAFTS	Boutique A-Point Cardigan Craft Centre and Tea Room	WEST	On Rte 124 at Promenade Acadienne in Wellington	Handmade children's clothing, ladies' jackets, one of a kind	Year-Round	Private
324	ARTS & CRAFTS		EAST	Rte 311, Cardigan	A co-operative centre for handicrafts. Meet local artisans	June 1 to October 10	

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/PRIVATE SECTOR
325	ARTS & CRAFTS	The Toy Factory	CENTRAL	On Rte 13 in New Glasgow	Spinning tops, hobby horses, paddle boats, all sorts of hand-crafted wooden toys, teddy bears	May 15 to October 15	Private
326	ARTS & CRAFTS	Sandscript	CENTRAL	Rte 8 in New London	"Sensational Sand ... all crafted by hand", exclusive and unique craft items	Mid-May to mid-October	Private
327	ARTS & CRAFTS	Village Pottery	CENTRAL	On Rte 6	Studio with pottery being made by Dephne Large and Christine Campbell, quality island crafts	May to October	Private
328	ARTS & CRAFTS	Seasway Hammock Shop	CENTRAL	Churchill Avenue, North Rustico	Hammocks handmade on premises. Ylon, polypropylene plus other handmade souvenirs	Year-Round	Private
329	ARTS & CRAFTS	Tricolor Yarn Shop & Fibre Studio	CENTRAL	On Rte 269 (Line Rd.) between Rtes 6 and 13	A treasury for handknitters and spinners, unique accessories, patterns, books	Year-Round	Private
330	ARTS & CRAFTS	The P.E.I. Sweater Shop	CENTRAL	Just off Rte 6, Oyster Bed Bridge	Sweaters, hand-knitted children's socks, hats, mittens, silk sweaters, etc.	Year-Round	Private
331	ARTS & CRAFTS	Rustic Dreams	CENTRAL	On Rte 6, Rusticville	Selection of fine quality Maritime-made handcrafts, pottery, Maritime quilts	May to October	Private
332	ARTS & CRAFTS	Dyed in the Wool	CENTRAL	On Rte 224, St. Ann	Maritime wool for local knit designer sweaters, sheepskins, weaving, mohair	June 1 to October 7	Private
333	ARTS & CRAFTS	Gaudreau Fine Woodworking	CENTRAL	Rte 6, South Rustico	2,000 sq.ft. crafts gallery, features designer hardwood accessories made on premises	May 1 to October 31	Private
334	ARTS & CRAFTS	Sandpiper Creations	CENTRAL	Located at Sandpiper Cottages & Suites, Stanhope Cape	Selection of island crafts and handmade gifts	June 15 to September 30	Private
335	ARTS & CRAFTS	Stanley Bridge Studios	CENTRAL	On Rte 6, five min. west of Cavendish	Pottery, tin lighting, quilts, wood, hand-forged iron	May 18 to October 8	Private

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336	ARTS & CRAFTS	The Dunes Studio Gallery	CENTRAL	On Rte 15, south of PEI National Park in Brackley Beach	Overlooks beautiful water gardens, Canadian crafts by 70 contributing artists, Peter Jansons' and Joel Mills' award-winning pottery	June 1 to October 24	Private
337	ARTS & CRAFTS	Raspberry Cordial Bottling Co.	CENTRAL	At Avonlea - Village of Anne of Green Gables On Rte 238 (#1842) 4 km south of Rte 6, east of New London	Featuring early island bottling equipment and island bottled Raspberry Cordial	?	Private
338	ARTS & CRAFTS	Geppetto's Workshop	CENTRAL		Family-made marionettes, toys, fine art.	Early June to early September	Private
339	ARTS & CRAFTS	Dalvay Cottage Crafts	CENTRAL	Off Rte 6, Grand Tracadie, adjacent to Dalvay Hotel	Maritime crafts featuring stained- glass lamps by Debbie Thompson	June to September	Private
340	ARTS & CRAFTS	Family Treasures	CENTRAL	55 Broadway Street, Kensington	Quilts, throws, music, etc.	Year-Round	Private
341	ARTS & CRAFTS	Prince Edward Island Preserve Company	CENTRAL	Junction of Rtes 258 & 224, opposite The Painted Cottage	A 1913 butter factory preparing preserves for the market.	May 15 to October 15	Private
342	ARTS & CRAFTS	Abram Village Handcraft Co-Op. Ltd.	WEST	Rtes 124 and 165, 27 km west of Summerside	Locally made crafts, weaving, quilts, rugs, Acadian shirts, woodwork, pottery	June 1 to September 30	Private
343	ARTS & CRAFTS	Indian Art & Craft of North America	WEST	Lennox Island Reserve, Rte 163, off Rte 12	Traditional and non-traditional native crafts, specializing in Mi'kmaq ash-splint baskets	June 1 to September 30	Private
344	ARTS & CRAFTS	Micmac Productions	WEST	Lennox Island Reserve, Rte 163, off Rte 12	Canada's only manufacturer of fine earthenware Mi'kmaq figurines	?	Private
345	ARTS & CRAFTS	Le Village de L'Acadie Craft Shop	WEST	On Rte 11, 1.5 km west of Our Lady of Mont-Carmel Church	Featuring 100% island-wood mills, socks and hooked rugs	June to late September	Private
346	ARTS & CRAFTS	Culture Crafts Co-Op	WEST	On Rte 2, east of Richmond	Basket weaving and island crafts	June 1 to September 30	Private

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347	ARTS & CRAFTS	Celtic Gift & Highland Supply Outlet	WEST	619 Water Street, E (Summerside)	Celtic store offering wide range of music, books, Highland supplies, instruments, tartans and clan regalia	Year-Round	Private
348	ARTS & CRAFTS	Shorline Sweaters & Tyne Valley Studio Art Gallery	WEST	On Rte 12 (Lady Slipper Drive) - Tyne Valley	Original sweaters handcrafted right there of 100% Island wool	June to September	Private
349	ARTS & CRAFTS	D Major Fabric Arts Studio and Crafts	CENTRAL	545 Malpeque Road on Rte 2, Winsloe	Original silk screen designs of flowers, birds and whales, printed on the premises	June 1 to September 30	Private
350	ARTS & CRAFTS	Fancy Linens and Handcrafts	CENTRAL	98 Kent St., across from the Rodd Charlottetown Hotel	Handmade quilts, hand embroidered, crocheted table and bed linens	Year-Round	Private
351	ARTS & CRAFTS	The Island Crafts Shop	CENTRAL	156 Richmond on historic Victoria Row	Island crafts made by members of PEI Crafts Council	Year-Round	Private
352	ARTS & CRAFTS	Moonsnail Soapworks and Aromatherapy	CENTRAL	87 Water Street in historic Old Charlottetown	12 varieties of handcrafted, vegetable-based soap	Year-Round	Private
353	ARTS & CRAFTS	Thomson Forge	CENTRAL	On Rte 245 (Clarkin Road) - Emyvale	Hand-forged wrought iron work	Year-Round	Private
354	ARTS & CRAFTS	Happy Red's Train Station Folk Art Store & Dairy Bar	CENTRAL	Charlottetown	Restored PEI railway station, Maritime folk arts and crafts	Mid-April to October 31	Private
355	ARTS & CRAFTS	Cottage 'Laine	EAST	On Rte 2, 20 km east of Charlottetown, across from Irving Station	Featuring decorative painting by Elaine Clark, decorative painting supplies, including wood pieces, books and patterns. Classes available	Year-Round	Private
356	ARTS & CRAFTS	East Point Lighthouse Craft Shop	EAST	Off Rte 16, 20 min. east of Souris	Island-made handicrafts in 1908 fog alarm building	May 24 to Thanksgiving	Private
357	ARTS & CRAFTS	Lighthouse Crafts and Gifts	EAST	35 High Street, Souris	Nautical items, Maritime crafts	June to Labour Day	Private
358	ARTS & CRAFTS	Log Cabin Arts & Crafts	EAST	On Rte 2, Souris	Locally made crafts	May to October	Private
359	ARTS & CRAFTS	Granny's Trunk	CENTRAL	Stanley Bridge	Island products, quilts, handicrafts, music	?	Private
360	ARTS & CRAFTS	The Hidden Pearl	CENTRAL	Corner of Rtes 6 and 243, South Rustico	Island paintings, stained glass, woodworking	Mid-June to September 30	Private

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361	ARTS & CRAFTS	Jewell's Country Market	CENTRAL	Corner of Rtes 25 and 2, Marshfield	Fresh vegetables, island crafts, antiques	May 1 to October 31	Private
362	ARTS & CRAFTS	Windmill Craft Cooperative	WEST	Rte 2, Woodstock	Quilts, ceramics, knitting and local handicrafts	July 1 to August 31	Private
363	"ANNE" ATTRACTION	Lucy Maud Montgomery Lower Bedeque School Museum	CENTRAL	Albany, Located on Rte 112, Lower Bedeque	Schoolhouse restored to 1898 condition.	June 21 to September 3	Private
364	MUSEUM	Lucy Maud Montgomery Lower Bedeque School Museum	CENTRAL	Albany, Located on Rte 112, Lower Bedeque	Schoolhouse restored to 1898 condition.	June 21 to September 3	Private
367	HISTORIC SITE	Green Gables - Prince Edward Island National Park	CENTRAL	Off Rte 6, west of Rte 13	Built in mid-1800s, the house was once the home of cousins of LMM's grandfather and inspired the setting for her novel "AGG"	Year-Round	Public
368	MUSEUM	Confederation Centre of the Arts	EAST	145 Richmond Street, Downtown Charlottetown	Canada's National Memorial to the Fathers of Confederation. Home of the Charlottetown Festival	Year-Round	Public
369	MUSEUM	PEI Museum and Heritage Foundation	CENTRAL	Charlottetown, 2 Ken Street in Beaconsfield Historic House	Collection of human and natural heritage of PEI. Opened in 1974	Year-Round	Public
370	MUSEUM	PEI Regimental Museum	CENTRAL	Charlottetown, 3 Haviland Street	Collection of PEI and Canadian military artifacts from 1820's to present	Year-Round	Public
371	HISTORIC L SITE	Province House	CENTRAL	Charlottetown, 165 Richmond Street	?	?	Public
372	HISTORIC L SITE	W. Henry Pope national Historic Site	CENTRAL	Charlottetown, 2 Palmer's Lane	?	?	Public
373	HISTORIC L SITE	Monument Site	CENTRAL	Desable, Corner of route 1 and Monument Road	?	Year-Round	Public
374	MUSEUM	Veterans Memorial Military Museum	CENTRAL	Kensington, Rte 2	Collection of Canadian and other military memorabilia, mostly from WWI, II and Korean conflict	Year-Round	?

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375	MUSEUM	Museum of Religious Art	WEST	Mount Carmel, in Le Club d'age d'or on route 11 opposite Our Lady of Mont Carmel Church	Collection of religious articles including vestments, liturgical objects, etc. some dating to 1812	Year-Round	?
376	MUSEUM	Northumberland Mill and Museum	EAST	Murray River, Rte 4	On the site of a once busy shipyard, features working windmill where grain is still ground	?	?
377	MUSEUM	O'Leary Museum		in Centennial Park	Potato museum artifacts, heritage chapel collection, farm museum, one-room schoolhouse	June to October	?
378	HISTORIC SITE	St. Andrew Monument		St. Andrews, Rte 2	?	?	?
379	HISTORIC SITE	Strathgarny Homestead		Strathgarny	?	?	?
380	MUSEUM	Strathgarny Homestead		Strathgarny	?	?	?
381	MUSEUM	Legurgey Cultural Center	WEST	Summerside, 205 Prince Street	History on ship building era and Lefurgey family also gallery offers wares from Island artisans	Mid-June to mid- September	Private
382	CRAFTS & GIFTS	Legurgey Cultural Center	WEST	Summerside, 205 Prince Street	History on ship building era and Lefurgey family also gallery offers wares from Island artisans	Mid-June to mid- September	Private
383	MUSEUM	PEI Sports Hall of Fame and Museum	WEST	Summerside, 124 Water St. located in the Wyatt Centre	?	?	>
384	MUSEUM	Dalton Centre Museum	WEST	Tignish, School Street	Large photo collection documenting the history of the town area	Mid-June to end August	?
385	MUSEUM	Victoria Seaport Lighthouse Museum		Victoria, Water Street	The second oldest lighthouse on PEI, 1920's seaport navigational aids	Summer	?
386	ARTS & CRAFTS	West Island Art Gallery	WEST	Bideford, on Rte 166	Co-op showcasing professional artists who live in Western PEI. See artists at work	June 16 to October 3	Private
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388	ARTS & CRAFTS	Pilar Shephard Art Gallery and Antiques	CENTRAL	Charlottetown, 82 Great George St.	Island paintings, antiques, country and fine furniture, textiles, etc.	Year-Round	Private
389	ANTIQUES	Pilar Shephard Art Gallery and Antiques	CENTRAL	Charlottetown, 82 Great George St.	Island paintings, antiques, country and fine furniture, textiles, etc.	Year-Round	Private
390	ARTS & CRAFT	Guild Gallery	CENTRAL	Charlottetown, 111 Queen Street	Watercolours, acrylics and oil paintings	Year-Round	Private
391	ARTS & CRAFTS	Harbourside Gallery	CENTRAL	North Rustico, Harbourview Dr., Courts Wharf	Original oil, watercolour and acrylic, plus handcrafts. Artist on site	Late June to mid-September	Private
392	HISTORICAL SITE	Discovery of Prince Edward Island Monument	WEST	Alberton, at Jacques Cartier Provincial Park	Commemorating the 400th anniversary of the landing of Jacques Cartier on this island	Year-Round	Public
393	POINTS OF INTEREST	Pioneer fox Farming (1880-1910) Monument	WEST	Alberton, Rte 12, town park on Main Road	Commemorating the work of Robert T. Oulton and Charles Dalton, pioneerings in breeding and raising silver and black foxes in captivity	Year-Round	Public
394	HISTORICAL SITE	Roma at Three Rivers	EAST	Brudenell Point, Rte 319 at the junction of the Montague and Brudenell River	Here in 1732 Jean Pierre Roma founded a base for control of the Gulf fisheries and for trade with France, Quebec and West Indies	Year-Round	Public
395	POINTS OF INTEREST	First Submarine Telegraph in America	CENTRAL	Cape Traverse, Rte 10	Commemorates the laying of the first substantial submarine cable in America. From Carleton head PEI to Cape Tormentine, NB	Year-Round	Public
396	POINTS OF INTEREST	Ice Boat Service	CENTRAL	Cape Traverse, Rte 10	Commemorates the mail service started on December 19, 1827 across Northumberland Strait to Cape Tormentine, NB	Year-Round	Public
397	HISTORICAL SITE	Charlottetown City Hall	CENTRAL	Charlottetown, 199 Queen Street on the corner of Kent and Queen Streets.	Built in 1888, the oldest municipal hall in PEI	Year-Round	Public

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398	HISTORIC SITE	Government House	CENTRAL	Charlottetown, 2 Victoria Park Roadway	Of neo-classical style built in 1833-34. Before attainment of Responsible Government in 1851, served as the seat of Colonial Executive power	Year-Round	Public
399	HISTORIC SITE	Hughes Drug Store/Apothecaries Hall Historic Monument	CENTRAL	Charlottetown, Corner of Queen and Grafton Streets	Original building bought in 1874 and replaced by present brick structure in 1900.	Year-Round	Public
400	POINTS OF INTEREST	Monument Robert Harris (1849-1919)	CENTRAL	Charlottetown, at Confederation Centre Library	One of Canada's leading portrait painters best known for his painting of the Fathers of Confederation	Year-Round	Public
401	POINTS OF INTEREST	Monument Sir Joseph Pope, K.C.M.G., C.V.D.	CENTRAL	Charlottetown, at Province House	Private Secretary to Sir John A. MacDonald, Assistant Clerk to Privy Council, born in Charlottetown August 16, 1854	Year-Round	Public
402	POINTS OF INTEREST	Monument Sir Louis Henry Davies (1845-1924)	CENTRAL	Charlottetown, Water Street outside the courthouse which bears his name	Born in Charlottetown, a member of Legislative Assembly from 1872-79, Premier, Member House of Commons, Chief Justice in 1918	Year-Round	Public
403	POINTS OF INTEREST	Grave Site of George Coles	CENTRAL	Charlottetown, at St. Peter's Cemetery	A Father of Confederation, thrice Premier of PEI	Year-Round	Public
404	POINTS OF INTEREST	Grave Site of Edward Palmer	CENTRAL	Charlottetown, at Sherwood Cemetery	A Father of Confederation, delegate to the Charlottetown and Quebec conferences, Chief Justice of Supreme Court of PEI	Year-Round	Public
405	POINTS OF INTEREST	Grave Site of Andrew Archibald Macdonald	CENTRAL	Charlottetown, at People's Cemetery	A Father of confederation, provided one of the few original sources of information on Charlottetown and Quebec conferences. Lieutenant Governor of PEI and Senator	Year-Round	Public

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406	POINTS OF INTEREST	Monument Edward Whelan	CENTRAL	Charlottetown, at Old St. Dunstan's, Longworth Avenue	A journalist, publisher of the Examiner in Charlottetown, named to the provincial Executive Council and Legislative Council	Year-Round	Public
407	POINTS OF INTEREST	St. Dunstan's Basilica	CENTRAL	Charlottetown, Great George Street	Excellent example of High Victorian Gothic style in Canadian architecture, the spiritual centre of Catholicism in PEI	Year-Round	Public
408	POINTS OF INTEREST	Monument to "The Land Tenure Question"	CENTRAL	Charlottetown, at Brighton compound, Brighton Road	Land dominated Island politics for over a century. In 1787, British government granted the Island into 67 lots to 100 proprietors. A Father of Confederation, delegate to Quebec conference and one of three who in 1873 arranged for entry of PEI into Confederation	Year-Round	Public
409	POINTS OF INTEREST	Grave Site Thomas Heath Haviland	CENTRAL	Charlottetown, at St. Peter's Cemetery	Founded by Thomas Douglas, Fifth Earl of Selkirk, 800 settlers arrived in 1803. The Selkirk Settlers established an enduring Scottish tradition in PEI	Year-Round	Public
410	HISTORIC SITE	The Selkirk Settlement	EAST	At the Lord Selkirk Provincial Park	Distinctive stone station built in 1904 designed by the Island architect, Charles Chappell	Year-Round	Public
411	HISTORIC SITE	Kensington Station	CENTRAL	Kensington, Rte 2	Merchant, chipbuilder and statesman, thrice Premier of PEI, played significant role in final negotiations that preceded PEI's entry into Confederation	Year-Round	Public
412	POINTS OF INTEREST	Monument James Collidge Pope	CENTRAL	Lower Bedeque, Rte 112, at the Howatt's Store		Year-Round	Public

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413	POINTS OF INTEREST	Monument Hon. David Laird	CENTRAL	New Glasgow, Rte 13	Founded Charlottetown Patriot in 1859, PEI Legislator, Member of Parliament. First resident LG of NW Territories	Year-Round	Public
414	HISTORIC SITE	Former Summerside Post Office	WEST	Summerside, at the Summerside Town Hall	Built from 1883-86, designed under the direction of Thomas Fuller. Basic design was adapted to many small post offices throughout Canada	Year-Round	Public
415	POINTS OF INTEREST	Dalvay By The Sea	CENTRAL	Stanhope	Built between 1896 and 1899 by Alexander MacDonald. This is a fine example of a summer house in Queen Ann Revival style	Year-Round	Public
416	POINTS OF INTEREST	Tryon United Church		Tryon	Built in 1881 and designed by William Critchlow Harris, one of PEI's most distinguished architects.	Year-Round	Public
417	LIGHTHOUSE	Annandale Range Front Beach Point Rear Lighthouse	EAST	Located in Annandale, travel along Rte 310 on the King's Byway.	Height is 20.0 metres above ground and located on private property	Year-Round	Public
418	LIGHTHOUSE			Located at Beach Point	?	Year-Round	Public
419	LIGHTHOUSE	Annandale Range Rear Beach Point Front Lighthouse	EAST	Located in Annandale, travel along Rte 310 on the King's Byway	This is a range light and second-highest lighthouse	Year-Round	Public
420	LIGHTHOUSE			Located at Beach Point	?	Year-Round	Public
421	LIGHTHOUSE	Port Borden Pier	CENTRAL	SE of Summerside. Located on Marine Atlantic property, near end of pier.	Cannot drive or walk out to pier. Best view from edge of town. Height is 8.5 metres above ground	Year-Round	Public
422	LIGHTHOUSE	Cape Egmont Lighthouse	WEST	SW of Wellington. On Cape Egmont Point, off Rte 11	Built in 1864, 42-foot lighthouse is same design as Wood Islands and Cape Bear Lighthouses.	Year-Round	Public

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423	LIGHTHOU SE	Cape Tryon Lighthouse	CENTRAL	On Blue Heron Drive, Rte 20, turn north at French River and drive past scenic harbour Charlottetown, Queen Elizabeth Drive near Victoria Park	Located on private property, this lighthouse is 11.9 metres above ground	Year-Round	Public
424	LIGHTHOU SE	Brighton Beach Range Front	CENTRAL		This light shines directly at the entrance to Charlottetown Harbour	Year-Round	Public
425	LIGHTHOU SE	Brighton Beach Range Rear	CENTRAL	Charlottetown, a short distance up Queen Elizabeth Drive North of Charlottetown in Queen's County. Located inside Prince Edward Island National Park	Concrete lighthouse in someone's side yard. On private property There is a plaque on the side of the lighthouse describing the Yankee Gale and remembering those who perished in the storm	Year-Round	Public
426	LIGHTHOU SE	Covehead Harbour Lighthouse	CENTRAL	Near PEI National Park in Queen's County on Old Harbour Road	?	Year-Round	Public
427	LIGHTHOU SE	Grand Tracadie Lighthouse	CENTRAL		?	Year-Round	Public
428	LIGHTHOU SE	Howards Cove Lighthouse	WEST	In Prince County, north of West Point off Rte 14	Small lighthouse is one the hill overlooking the harbour. Nearby is a large rock in the general shape of a chair. This lighthouse is 5.8 metres above ground	Year-Round	Public
429	LIGHTHOU SE	Indian Head Lighthouse	WEST	Lower Bedeque at the entrance to Summerside Harbour off Rte 112	Best to view from shore, easily trapped by tide. Has a unique shape and is 12.9 metres above ground	Year-Round	Public
430	LIGHTHOU SE	Lower Bedeque Lighthouse	WEST	Lower Bedeque, Rte 112	?	Year-Round	Public
431	LIGHTHOU SE	Georgetown Range Front	EAST	Lower Montague in King's Country	The lighthouse is 13.1 metres above ground	Year-Round	Public
432	LIGHTHOU SE	Georgetown Range Rear	EAST	Lower Montague off Wightmans Point Road	The lighthouse is 7.6 metres above ground	Year-Round	Public
433	LIGHTHOU SE	Malpeque harbour Approach Range Rear	CENTRAL	Malpeque, follow Blue Heron Drive, Route 20 to Malpeque	A large steel tower with an enclosed upper portion. Located on Fish Island	Year-Round	Public

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
434	LIGHTHOUSE	Malpeque Outer Range Front	CENTRAL	On Blue Heron Drive, Rte 20 toward Profitts Point	This lighthouse is 6.0 metres above ground and is located among cottage lots near the shore	Year-Round	Public
435	LIGHTHOUSE	Malpeque Outer Range Rear	CENTRAL	On Blue Heron Drive, Rte 20, toward Profitts Point	This lighthouse is 6.0 metres above ground and is located in a farmer's field	Year-Round	Public
436	LIGHTHOUSE	Murray Harbour Range Front	EAST	Murray, Harbour, On Rte 18, the King's Byway	There is a trail you can drive on across the sand, but could be underwater at high tide best to walk out to it	Year-Round	Public
437	LIGHTHOUSE	Murray Harbour Range Rear	EAST	Murray Harbour, on opposite side of Beach Point Wharf	Located in a field on private property. Best viewed from Beach Point Wharf	Year-Round	Public
438	LIGHTHOUSE	Shipwreck Point	EAST	Naufrage, off King's Byway, Rte 16 at naufrage harbour	One of only two concrete lighthouses on PEI. This lighthouse is located on private property and is 13.5 metres above ground	Year-Round	Public
439	LIGHTHOUSE	New London Range Rear	CENTRAL	On Blue Heron Drive, Rte 20, turn north at French River	The lighthouse is located among the dunes and not on a public road. The lighthouse is privately leased	Year-Round	Public
440	LIGHTHOUSE	North Cape Lighthouse	WEST	On extreme northwestern tip of PEI on Lady Slipper Drive, Rte 12	The lighthouse is fenced in with the communication tower for safety reasons	Year-Round	Public
441	LIGHTHOUSE	North Rustico Lighthouse	CENTRAL	North Rustico located along Blue Heron Drive, Rte 6	The lighthouse is located along the shore of the harbour	Year-Round	Public
442	LIGHTHOUSE	Northport Lighthouse	WEST	To Alberton, on Lady Slipper Drive, Rte 12	The lighthouse is a steel tower with an enclosed centre portion painted in red and white bands	Year-Round	Public
443	LIGHTHOUSE	Panmure Head Lighthouse	EAST	On Rte 17, the King's Byway	Built in 1853 located on the southwest extremity of Cardigan Bay and marks the entrance to Georgetown Harbour and is 18.6 metres above ground	Year-Round	Public

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAIL	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
444	LIGHTHOUSE	Point Prim Lighthouse	EAST	On TCH look for turn-off to Point Prim between Belfast and Plinette	Built in 1846 it is oldest lighthouse on PEI and the only round one with brick walls 18" thick and stands 18.3 metres above ground Must use boat for hire for close look. Height above ground is 9.1 metres	Year-Round	Public
445	LIGHTHOUSE	St. Peters Island	CENTRAL	Near Nine Mile Creek/Rice Point area	Unrestored century old lighthouse. The second oldest lighthouse on shores of PEI. A square wooden tower with attached two-storey dwelling is 40 feet in height	Year-Round	Public
446	LIGHTHOUSE	Blockhouse Point Lighthouse	CENTRAL	From Charlottetown travel west on TCH to Cornwall, turn onto Rte 19 and follow past Rocky Point		Year-Round	Public
447	LIGHTHOUSE	Warren Cove Range Front	CENTRAL	From Charlottetown travel west on TCH to Cornwall, turn onto Rte 19 and follow past Rocky Point	This light is located in the park	Year-Round	Public
448	LIGHTHOUSE	Warren Cove Range Rear	CENTRAL	From Charlottetown travel west on TCH to Cornwall, turn onto Rte 19 and follow past Rocky Point	This light is located in the park	Year-Round	Public
449	LIGHTHOUSE	Seacow Head Lighthouse	CENTRAL	Follow Blue Heron Drive between Bedeque and Borden-Carleton and turn off on Rte 119 to Fernwood	Built in 1864, this 70-foot octagonal lighthouse is one of the oldest wood frame towers standing in the Maritimes	Year-Round	Public
450	LIGHTHOUSE	Souris East Lighthouse	EAST	Located in Souris	Located on the hill overlooking the town. This is the last manned lighthouse on PEI and stands 14.3 metres above ground	Year-Round	Public
451	LIGHTHOUSE	St. Peters Harbour Lighthouse	EAST	Turn off King's Byway Rte 2 between Bristol and Morell. Travel difficult in early spring because of mud	Small ships once tied up to wharf next to lighthouse, but sand shifted until it hid all evidence of a harbour	Year-Round	Public

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
452 SE	LIGHTHOUSE	St. Peters Lighthouse	EAST	At the entrance to St. Peters Harbour, Located on the west side of Summerside Harbour (Mackenzie Shore Drive)	Established in 1881, located on the south east of the island. Lighthouse is 20 feet at the base and 5 feet 3 inches at the top	Year-Round	Public
453 SE	LIGHTHOUSE	Summerside Outer Range Front	WEST	Located in Summerside (Water Street)	This lighthouse is 9.0 metres above ground	Year-Round	Public
454 SE	LIGHTHOUSE	Summerside Outer Range Rear	WEST	Located in Summerside from Water Street turn off onto Glover's Shore Road	This lighthouse stands 10.1 metres above ground	Year-Round	Public
455 SE	LIGHTHOUSE	Summerside Range Rear	WEST	On Rte 1A between Kinlock and Tea Hill	Located on private property about half-way to the shore	Year-Round	Public
456 SE	LIGHTHOUSE	Haszard Point Range Front	CENTRAL	On Rte 1A between Cross Roads and Tea Hill	Located on private property, the lighthouse is 14.3 metres above ground	Year-Round	Public
457 SE	LIGHTHOUSE	Haszard Point Range Rear	CENTRAL	In Victoria, turn off TCH Rte 1 at Craud or Hampton and head to Victoria	On private property, the height of the lighthouse is 11.1 metres above ground	Year-Round	Public
458 SE	LIGHTHOUSE	Leards Range Front & Palmers Range Rear	CENTRAL	Turn off TCH Rte 1 at Craud or Hampton and head to Victoria	This unique structure houses two lights, each pointed in a different direction with its own List of Lights number assigned to it. Height in metres above ground is 10.7	Summer	Public
459 SE	LIGHTHOUSE	Leards Range Rear	CENTRAL	On the Craud side of Victoria	This rear light is located some distance behind the front one, quite visible in a privately owned field	Year-Round	Public
460 SE	LIGHTHOUSE	Wrights Range Front	CENTRAL	In the yard of a cottage on private property	Located on a bluff overlooking Victoria dn is on privately owned land. Easily viewed from the waterfront area of Victoria and stands 3.7 metres above ground	Year-Round	Public
461 SE	LIGHTHOUSE	Wrights Range Rear	CENTRAL		Height in meters above ground: 9.8 metres	Year-Round	Public

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
462	LIGHTHOUSE	Wood Islands Harbour Range Front	EAST	Instead of going through toll booth for ferry to Caribou, Nova Scotia, turn off onto the bypass road	Located on the east breakwater of the harbour entrance	Year-Round	Public
463	LIGHTHOUSE	Wood Islands Harbour Range Rear	EAST	Instead of going through toll booth for ferry to Caribou, Nova Scotia, turn off onto the bypass road	Located on the east breakwater of the harbour entrance	Year-Round	Public
464	POINTS OF INTEREST	Auburn Demonstration Woodlot	EAST	Off Rte 213 at Auburn	This 1.2 km trail passes through a variety of forest conditions including young plantations, regenerating old field sites and bog land	Year-Round	Public
465	POINTS OF INTEREST	Valleyfield Demonstration Woodlot	EAST	Valleyfield off Rte 326	This 1.4 km trail includes scenic hardwood stands and some spectacular representatives of eastern forest giants	Year-Round	Public
466	FESTIVALS & EVENTS	A Grand time Altogether A Traditional Winter Afternoon	CENTRAL	Charlottetown	The Island's dynamic singing quintet Short Stuff	July 8 to September 30 ?	Public
467	FESTIVALS & EVENTS	Arthur Black Concert	CENTRAL	Cavendish	Sleigh ride, skiing, children's activities	March 11	Public
468	FESTIVALS & EVENTS	Atlantic Canada Bicycle Rally	WEST	Summerside	Arthur Black and special guests Urban Carmichael, Cellitude, etc.	April 4	Private
469	FESTIVALS & EVENTS	Atlantic Canada Bicycle Rally	EAST	Roseneath	Three days for recreational cyclists along the ocean coastline of PEI	August 4 to August 6	Public
470	FESTIVALS & EVENTS	Atlantic Canada Samboree Best of the Island Showcase	WEST	Abrams Village	Maritime food, entertainment and kitchen party, seminars, crafts, dog show for all RVs	July 27 to July 29	Public
471	FESTIVALS & EVENTS	Atlantic Canada Samboree Best of the Island Showcase	WEST	Summerside	An evening of great island entertainment	May 12	Public
472	FESTIVALS & EVENTS	Bike Rodeo	CENTRAL	Charlottetown	Sponsored by Canadian Tire and organized by the Charlottetown Police	May 19	Public

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAIL	DESCRIPTION	OPEN SEASON	PUBLIC/PRIVATE SECTOR
473	FESTIVALS & EVENTS	Bright Water Odyssey: Art Exhibition	WEST	Summerside	An uplifting celebration of water from the Creation to The Beatles' "Octopus's Garden" featuring painted fabric stitchery, 3-d pottery, etc.	May 6 to September 23	Public
474	FESTIVALS & EVENTS	Canadian National H.O.G. Rally	WEST	Summerside	Activities include Show 'n Shine, Biker bingo, Chapter parade of Flags and Harley-Davidson Motor Co.'s travelling museum	July 5 to July 7	Public
475	FESTIVALS & EVENTS	Caribbeanza	CENTRAL	Charlottetown	Music, fun and auction with door prizes.	April 7	Private
476	FESTIVALS & EVENTS	Carmen Campaigne	WEST	Summerside	A Francophone children's entertainer	May 6	Private
477	FESTIVALS & EVENTS	Ceilidh at the Corner	EAST	Orwell Corner	Traditional music, song, stories and dance, weekly guests	June 6 to September 26	?
478	FESTIVALS & EVENTS	Ceilidh at the Irish Hall	CENTRAL	Charlottetown	Irish, Scottish and PEI traditional music, song and dance	May 18 to October 28	?
479	FESTIVALS & EVENTS	Charlottetown Winter Carnival	CENTRAL	Charlottetown	Over 35 events, from a Seniors' Jamboree to a pub crawl	February 1 to February 4	Public
480	FESTIVALS & EVENTS	Coastal Yard Sale	Various	Various	A 70-mile yard sale and experience the scenic beauty of rural southeastern PEI	September 23	
481	FESTIVALS & EVENTS	Coin Show	CENTRAL	Charlottetown	Sponsored by the P.E.I. Numismatic Association, featuring several coin dealers and "The Royal Canadian Mint"	May 12	Public
482	FESTIVALS & EVENTS	Cornwall Winter Carnival	CENTRAL	Cornwall	Includes a tug-of-war, skate, variety concert, kiddie carnival and pancake breakfast	February 22 to February 24	Public
483	FESTIVALS & EVENTS	Dominion Legion Canadian Curling Championships	WEST	Summerside	?	March 17 and March 24	?
484	FESTIVALS & EVENTS	East Coast Music Awards	CENTRAL	Charlottetown	?	February 8 to February 11	Public

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
485	FESTIVALS & EVENTS	Easter Concert	CENTRAL	Charlottetown	Free concert featuring Michael Pendergast, a children's entertainer	April 14	Public
486	FESTIVALS & EVENTS	Esso Women's Hockey Nationals	WEST	Summerside	?	March 7 to March 11	Public
487	FESTIVALS & EVENTS	Garden Exchange Day	EAST	Orwell	Annually held to exchange or sell bulbs, seeds, tools and shrubs to other gardeners	May 19	Public
488	FESTIVALS & EVENTS	Harpists Ardyth and Jennifer Easter Concert	CENTRAL	Charlottetown	A evening of music	April 16	Public
489	FESTIVALS & EVENTS	"In Lover's Lane"	CENTRAL	Cavendish	Guided walks, sleigh ride, cross-country skiing	February 11	Public
490	FESTIVALS & EVENTS	Lasting Bequests & rRoots and Wings/Dance Umbrella	CENTRAL	Charlottetown	An evening of dance	April 28	Public
491	FESTIVALS & EVENTS	Nova Scotia Mass Choir	CENTRAL	Charlottetown	A night of gospel music	April 7	Public
492	FESTIVALS & EVENTS	O'Leary Winter Carnival	WEST	O'Leary	Activities include a fancy dress skate, hockey games, snowmobile racing, etc.	February 19 to February 25	Public
493	FESTIVALS & EVENTS	Owl Prowl	Central	Dalvay	Guided snowshoe walk to look for owls	March 10	Public
494	FESTIVALS & EVENTS	PEI Plowing Match & Agricultural Fair	EAST	Dundas	A family festival, educating about agriculture on PEI	August 24 and August 25	Public
495	FESTIVALS & EVENTS	Pinch Penny Fair	CENTRAL	Charlottetown	Major fundraiser with bargains galore, kid's activities-video games, etc.	April 28	Public
496	FESTIVALS & EVENTS	Saturday Ceilidhs at the Irish Hall	CENTRAL	Charlottetown	Irish, Scottish and PEI traditional music, song and dance	May 26 to October 27	Public
497	FESTIVALS & EVENTS	Scouts Canada Jamboree	CENTRAL	Malpeque	?	July 6 to July 14	Private
498	FESTIVALS & EVENTS	Seniors' Afternoon Tea and Open House	EAST	Orwell	Tour, a cup of tea, some sweets and sing-a-long	July 21	?
499	FESTIVALS & EVENTS	Ski & Skate	CENTRAL	Dalvay	Skating and skiing	January 28	?

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAIL	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
500	FESTIVALS	Spring Harmony	CENTRAL	Charlottetown	An 80-voice choir celebrates in harmony	April 8	?
501	FESTIVALS	Stratford Winter Carnival	CENTRAL	Stratford	Activities include a youth dance, youth movie night, pancake breakfast, etc.	January 26 to January 28	Public
502	FESTIVALS	Stuart McLean & The Vinyl Café Orchestra	CENTRAL	Charlottetown	The show is centered around a small record store.	March 30	Public
503	FESTIVALS	Summerfest Concert	EAST	Orwell	Featuring island singers, fiddlers and dancers	July 11	?
504	FESTIVALS	The Indian River Festival - Fine Music Series	CENTRAL	Indian River	At St. Mary's Church with chamber music, jazz, Celtic and choral concerts	July 8 to August 26	Public
505	FESTIVALS	Voices of Spring	CENTRAL	Charlottetown	Confederation Childrens' Corus	May 6	Public
506	FESTIVALS	Wildlife in Winter	CENTRAL	Dalvay	A guided snowshoeing excursion	January 27 and February 24	Public
507	LOBSTER SUPPERS	Brothers Two Restaurant	WEST	Summerside Area on Water Street East	Fresh lobster suppers, succulent mussels and seafood, steaks, ribs and skilllets	Year-Round	Private
508	LOBSTER SUPPERS	Fiddlers & Vinties	CENTRAL	Cavendish, Rte 6	Lobster suppers a specialty.	Seasonal	Private
509	LOBSTER SUPPERS	Lobster Shanty Motel, Lounge & Restaurant	EAST	Montague Area, On Rte 17, Main Street	Fresh local seafood, steak, chicken, etc.	Year-Round	Private
510	LOBSTER SUPPERS	Rollo Bay Inn	EAST	Rollo Bay, on Rte 2	Specializing in seafood, steaks, lobster suppers, salad bar	Mid-June to October	Private
511	LOBSTER SUPPERS	Stanhope By The Sea	CENTRAL	Stanhope, Rte 25	Lobster suppers served every evening. Chicken, steak or fish, salad bar	Seasonal	Private
512	LOBSTER SUPPERS	Red Rock Lobster & Café	CENTRAL	Borden-Carleton (Gateway Village)	Seafood, steak, chicken, lobster suppers and has live entertainment	May to October	Private
513	LOBSTER SUPPERS	Myron's Lobster Festival	CENTRAL	Charlottetown, 151 Ken Street	Lobster, PEI mussels and white soft clams	During Lobster Season	Private
514	GOLF	Belvedere Golf Club	CENTRAL	Charlottetown, Greenview Drive	Featuring 1 lb market lobsters	?	?

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
515	GOLF "ANNE"	The Club Indoor Golf Centre Inc.	CENTRAL	Charlottetown, CP Prince Edward Hotel, 18 Queen Street	Indoor simulated golf with a choice of 21 world-famous courses	Year-Round	Private
516	ATTRACTIONS NS	Anne of Green Gables Store	CENTRAL	Charlottetown, 110 Queen Street	A restored "General Mercantile" on historic Victoria Row	April 1 to December 31	?
517	ATTRACTIONS NS	Anne of Green Gables - The Musical	CENTRAL	Charlottetown, Confederation Centre of the Arts, 145 Richmond Street	Canada's longest running family musical now in its 37th season	Mid-June to mid-September	?
518	ATTRACTIONS NS	Bideford Parsonage Museum	WEST	Bideford, on Rte 166 On Rte 1A, 10 min from Borden-Charleton and also in Summerside in Bugaboo Barn Emporium	Historical residence of author Lucy Maud Montgomery during 1894-95	June to September	?
519	ANTIQUES	The Country House Antiques	CENTRAL	On Rte 1, 1.5 km from confederation Bridge at Borden-Charleton	Maritime country furniture, early Island hooked rugs	Year-Round	Private
520	ANTIQUES	Gingerbread House of Antiques and Island Crafts	CENTRAL	Charlottetown, 1008 Ken Street across from Charlottetown Hotel	?	Mid-May to mid-October	Private
521	ANTIQUES	Details, Past & Present	CENTRAL	Charlottetown, 63 University Avenue	Quality period furniture, art, glassware, baskets and hooked rugs as well as contemporary art	Year-Round	Private
522	ANTIQUES	Granny's Corner	CENTRAL	Charlottetown, 144 Dorchester Street	Primitives, furniture, glass, china, mats & collectibles	Year-Round	Private
523	ANTIQUES	Pidwell Lane Antiques	CENTRAL	Charlottetown, 245 University Avenue	?	?	Private
524	ANTIQUES	The Washub Used Furniture	CENTRAL	Clermont	?	Year-Round	Private
525	ANTIQUES	B.C. Furniture and Antiques	CENTRAL	Charlottetown, 45 Meadowbank Road	Atiques, furniture, glass and souvenirs	?	Private
526	ANTIQUES	Circle Drive Antiques	CENTRAL	Montague, 4 km east of Montague on Robertson Road (Rte 319)	Picture frames, decorated teapots, old postcards, carnival & cranberry glass, etc.	Mid-June to mid-October	Private
527	ANTIQUES	Waterview Antiques	EAST	?	?	May through October	Private

ID	CATEGORY	PRODUCT	TOURING DISTRICT	ADDRESS/LOCATION DETAILS	DESCRIPTION	OPEN SEASON	PUBLIC/ PRIVATE SECTOR
528	ANTIQUES	1A Classic Collectables	WEST	North Bedeque, Corner of McMurdo Road Rte 120 and the TCH	China, glass, crystal, linens, Seagull pewter	Year-Round	Private
529	ANTIQUES	North Bedeque Antiques & Crafts	WEST	North Bedeque on Rte 1A, 2 km from Summerside	Specializing in refinished pine furniture	June through September	Private
530	ANTIQUES	Coulson's Used Furniture Company gift Emporium and Antique Annex	WEST	St. Eleonors, 2 South Drive	Antiques and used furniture	Year-Round	Private
531	ANTIQUES	Really-O Handicrafts, Antiques and Tryon Museum	CENTRAL	Stanley Bridge, Rte 6	Maritime antiques and collectibles	May to October	Private
532	ANTIQUES		CENTRAL	Tryon, Rte 10, 90 me from junction of TCH	?	Year-Round	Private
533	ANTIQUES	The Weatheravane Antiques Blue Barn Antiques and Collectibles	CENTRAL	Wheatley River, Rte 251	Antiques, pine and Canadian furniture, art deco items, china, etc	May 1 to October 31	Private
534	ANTIQUES			Wilmot Valley	Fine china, glass, jewellery, etc	?	Private

Appendix C



Primary Scenic Touring Route

The Western Coastal Scenic Route

Duration – 1 – 3 days

**Distance – Summerside – North Cape – Summerside Loop
via Hwys 11,14, 12 and 2 – Approx. 250 km**

(Suggested Descriptive Material for Visitors Guide, Web Site and Route Brochure)

The Western Coastal Scenic Route

Your journey around the most westerly part of the Island begins in Summerside and takes you along red sandstone cliffs, past gleaming white lighthouses and colourful fishing villages. Throughout the day you will pass scenes of Islanders plying their trades on land and sea – farm tractors in red ploughed fields, lobster boats unloading their traps at the wharf, oyster fishers working their tongs, and horse drawn carts gathering Irish Moss in the wake of storm – these are all common sights as you travel this scenic coastal drive. In the evening you'll witness some of the most spectacular sunsets you've ever seen!

This route can be travelled in a day, but allowing more time will let you experience some of the points and places of interest along the way. Here are some things to consider as you plan your time.

The Scenery, as is the case in many parts of Prince Edward Island, is both impressive and varied as you travel along the Northumberland Strait, up to North Cape and then back along the Gulf shoreline. The coast can be rugged or gentle, reflecting the nature of the seas that surround the Island. A day when the sun reflects off the water provides special opportunities for photographs and memories, however a dark and stormy day can be equally moving as you experience the power of the wind and the waves.

History and Culture also abounds along this route. Celtic heritage is alive and well right in Summerside, with ceilidhs, concerts and a summer school for aspiring pipers and drummers. West of Summerside, along the Northumberland Strait, you will travel through the traditional Acadian lands and coastal areas where fishing and farming have sustained the population since the early 1700's. Along the Gulf shore, the route passes Malpeque Bay and Lennox Island, homeland of the Island's Mi'kmaq population, and a place to enjoy their culture, crafts and music.

Shopping for crafts, special souvenirs or everyday necessities is a good way to meet Islanders from many walks of life, each of whom will be happy to tell you about life on the Island – both past and present.

Opportunities to see Acadian quilts, Mi'kmaq figurines and Island art are abundant along this route. Pick up a copy of the Craft and Gift Shop Guide at the nearest Visitor Centre and plan your shopping trip!

Festivals and Events are a common part of life on the Island, and they are there for you to enjoy on many occasions as you travel the Western Coastal Scenic Route. Some events are held weekly, some once a month, and others are special occasions to mark anniversaries or significant events. The best ideas are to pick up a Festivals and Events brochure for the current season, look for posters as you travel through a region, or just stop and ask someone.

The **Western Coastal Scenic Route** offers a multitude of places to stop and things to do. Secluded beaches, dunes and more dunes, scenic lookouts, active fishing villages, museums, lighthouses and craft shops are plentiful and easily accessible. If you choose to "stay and play" there are excellent accommodation choices that can (and should) be booked in advance, and a wealth of excursions and activities that can be planned. If, on the other hand, you choose to just drive on through, you won't be disappointed!

Example of a Niche Touring Product Using a Tier One Platform

The Acadian Heritage Tour –

Duration – ½ day to 1 day

Distance – Miscouche to Mount Pleasant via Hwy 11 – 55km

This touring route leads you from Summerside along the southwestern shore and through the Acadian Region of Prince Edward Island. Here, tradition and hospitality are deeply rooted and you can simply enjoy the spectacular scenery of the Evangeline Region Coastal Drive, or immerse yourself in the culture, cuisine and music of the Island's Acadian population.

History and Culture

Beginning at Miscouche, just west of Summerside at the intersection of Highways 2 and 12, you can visit the Acadian Museum replete with gift shop, genealogy sources and historical/cultural exhibits. Travel from Miscouche, south on Highway 12 to Highway 11, and then west on Highway 11 through the traditional Acadian lands and coastal areas where fishing and farming have sustained the population since the early 1700's. Highway 11 leads you through Union Corner and past the Union Corner School House Museum, then on to Mont-Carmel and "le Village de l'Acadie". In this authentically reconstructed historical village you can see and experience the life of Acadians, as it existed in the 1820s. Mont-Carmel also boasts the Island's only bi-lingual dinner theatre, where visitors can enjoy Acadian culture, humour, music and cuisine in both English and French!

Festivals and Events

As you plan your trip through the Evangeline Region, be sure to ask about the many festivals and cultural events that occur throughout the season. (More description of specific festivals and events could be inserted here.)

Views, Vistas and Points of Interest

From Union Corner to St.-Chrysostome, Highway 11 travels along the shores of Bedeque Bay and Egmont Bay, offering coastal views of the Northumberland Strait and this rugged southern shoreline. Union Corner Provincial Park and the Cap Egmont Lighthouse are worthwhile opportunities to get out of the car and wander.

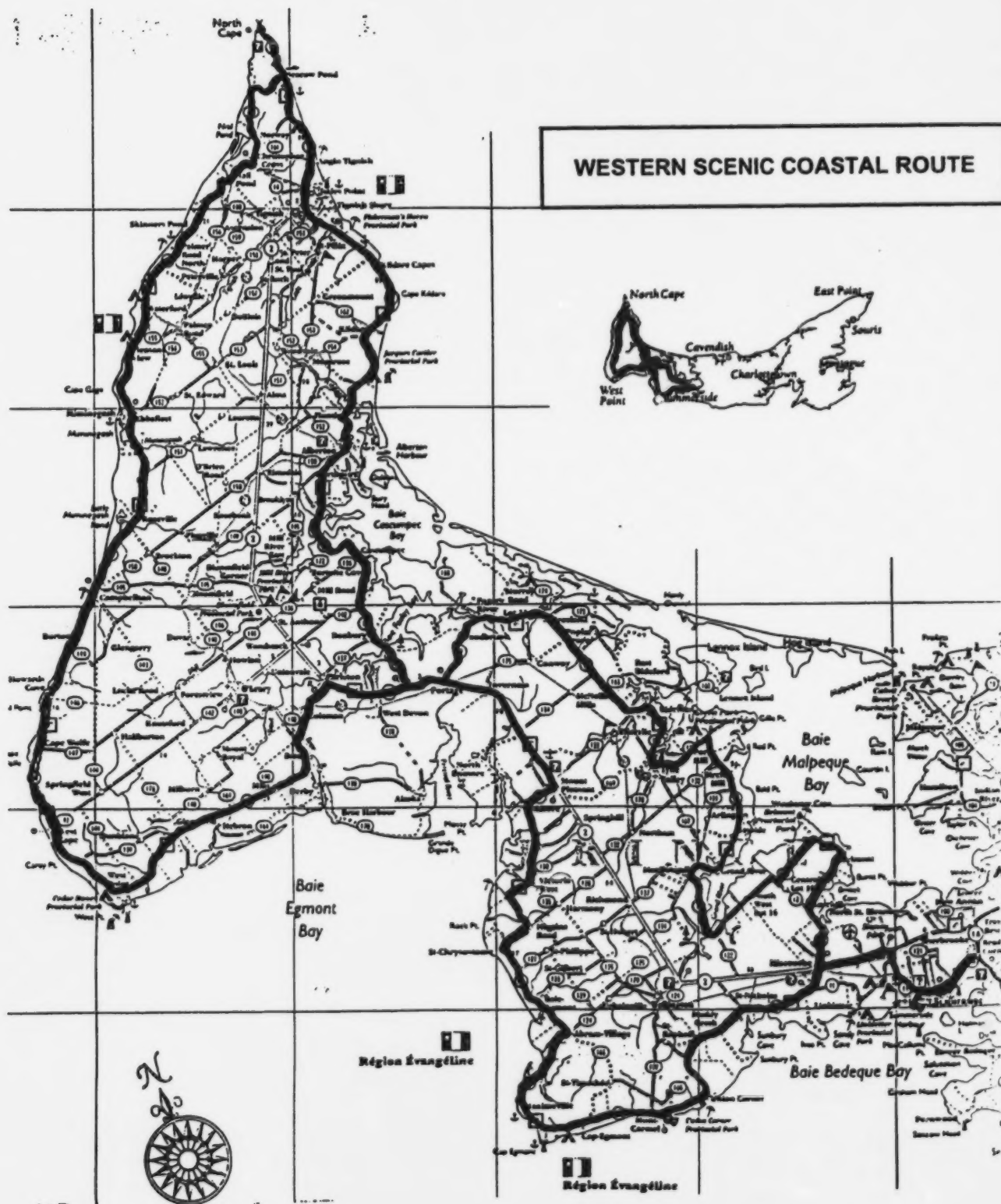
Crafts

Shops featuring traditional Acadian artistry and crafts can be found at le Centre D'Artisan in Abram-Village, and at le Village d'Acadie Craft Shop in Mont-Carmel.

Getting Back or Carrying On

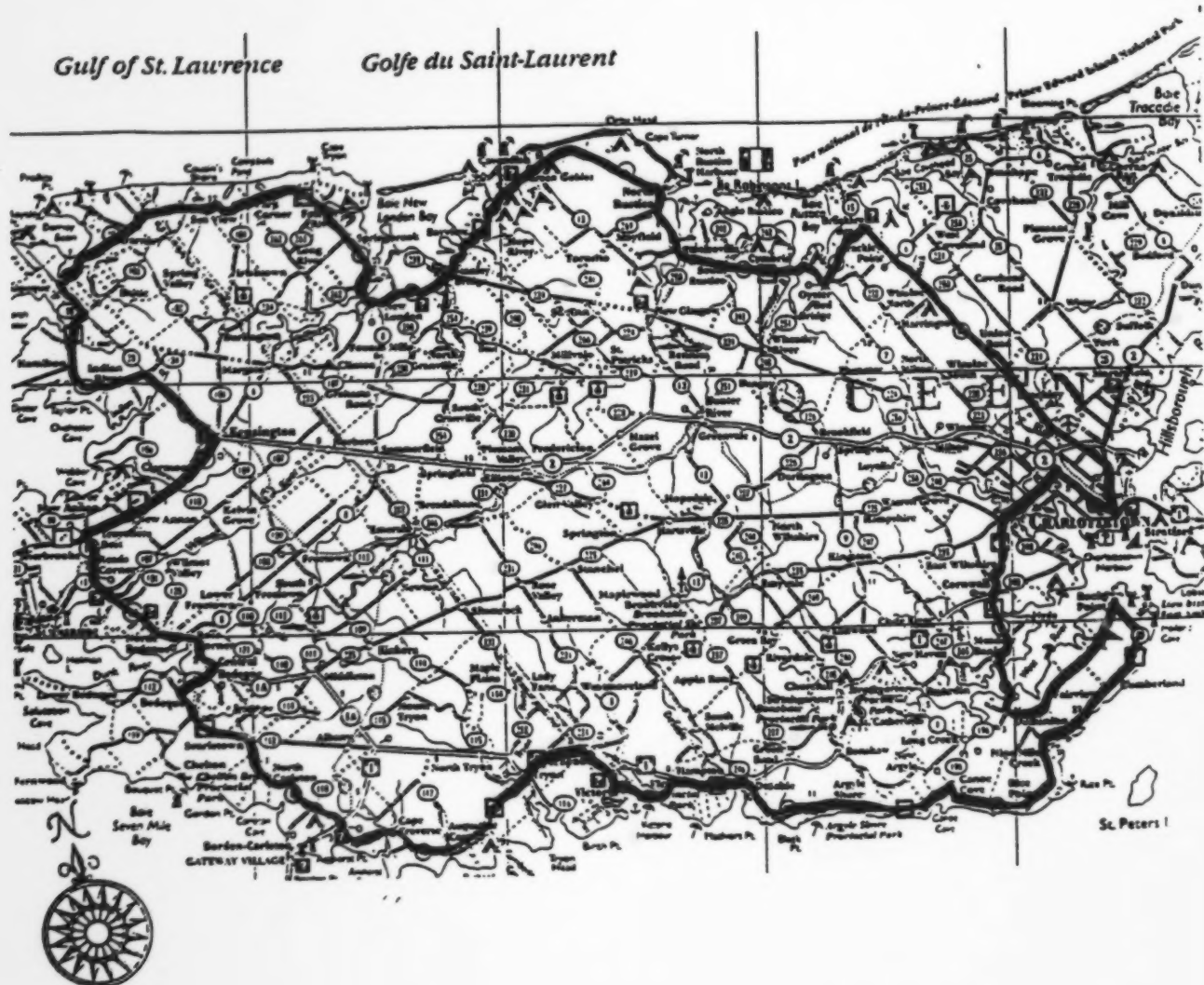
The Acadian Heritage Tour ends at the intersection of Highway 11 and Highway 2 in the town of Mount Pleasant. From Mount Pleasant you can return to Summerside via Highway 2, or head further west to the Western Sunsets and Seascapes Coastal Drive.

WESTERN SCENIC COASTAL ROUTE





CENTRAL SCENIC COASTAL ROUTE





EASTERN SCENIC COASTAL ROUTE



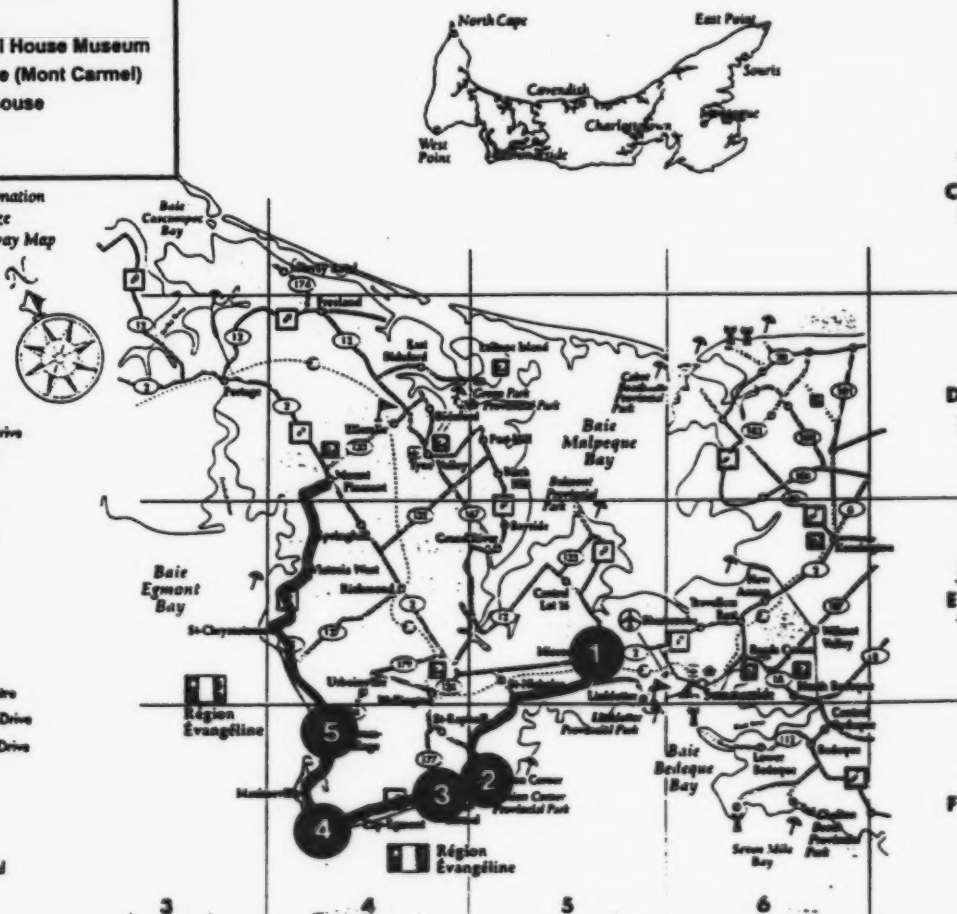


THE ACADIAN HERITAGE TOUR

- 1 Acadian Museum
- 2 Union Corner School House Museum
- 3 Le Village de l'Acadie (Mont Carmel)
- 4 Cape Egmont Lighthouse
- 5 Centre D'Artisan

For detailed information
refer to the full-size
official PEI Highway Map

- ✈ Airport
- 🏖 Beach
- 🛣 Blue Heron Scenic Drive
- 🏠 Community Visitor Information Centre
- 🛤 Confederation Trail surfaced
- 🛤 Confederation Trail hiking only
- 🎣 Deep-sea Fishing
- 🏌 Golf Course
- 🏰 Heritage Site
- 🏥 Hospital
- 🏡 Island Welcome Centre
- 🛣 Kings Byway Scenic Drive
- 🛣 Lady Slipper Scenic Drive
- 🏰 Lighthouse
- ⚓ Marina
- 🏠 Provincial Visitor Information Centre
- 🛣 Scenic Heritage Road





THE EASTERN LIGHTHOUSE ROUTE

- 1 Covehead
- 2 St. Peters
- 3 Shipwreck Point
- 4 East Point
- 5 Souris East
- 6 Annandale Range
- 7 Georgetown Range
- 8 Panmure Head
- 9 Beach Point
- 10 Wood Islands
- 11 Point Prim
- 12 Hazard Point
- 13 Brighton Beach
- 14 Blockhouse Point
- 15 St. Peters Island

